

# PRINTERS' INK

12 West 31st Street, New York City  
A JOURNAL FOR ADVERTISERS

VOL. LXXXVI

NEW YORK, MARCH 12, 1914

No. 11



MOST publishers are poor advertisers. This, too, in spite of the fact, proven by those who have consistently advertised, that all good publications are as susceptible to the advertising stimulus as crackers, tobacco or shoes.

A notable example of successful publication advertising is that of **The American Boy**, of Detroit, a periodical which stands pre-eminent as an example of inspirational literature for the youth. Through intelligent advertising this publication has achieved the double purpose of extending its circulation and educating shrewd advertisers to the value of this field to them.

It has been the peculiar privilege of N. W. Ayer & Son to successfully serve this and other leading publications in an advertising way—and we believe we can do it for more.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

# I F

If your goods are affected by the seasons;

If you have territories which need special attention;

If freight rates eliminate certain sections of the country;

If you lack national distribution;

If you are starting a new product—

Then Standard Farm Papers are the efficient medium for your advertising.

Being edited for a given class or section, Standard Farm Papers cover their chosen fields intensively. In many cases they reach one out of every two or three possible subscribers.

Pick your section or class; hit hard at the

right time and in the right way.

If you have a national distribution and are not affected by climate, season, freight rates or other local conditions, then Standard Farm Papers offer the biggest national farm circulation at the lowest rate per thousand.



TRADE MARK OF QUALITY

### Standard Farm Papers

are  
Farm  
Papers  
of  
Known  
Value  
Wallace  
Eastern  
41 Park

Missouri Farmer  
The Wisconsin Agriculturist  
Indiana Farmer  
The Farmer, St. Paul  
Oklahoma Farm Journal  
The Ohio Farmer  
The Michigan Farmer  
Prairie Farmer  
Pennsylvania Farmer  
The Breeder's Gazette  
Hoard's Dairymen  
Wallace's Farmer  
Kansas Farmer  
Progressive Farmer  
C. Richardson, Inc.,  
Representatives,  
Row, New York City.

George W. Herbert, Inc.  
Western Representatives,  
119 W. Madison St.,  
(Advertising Bldg.), Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N.Y., POST OFFICE JUNE 29, 1893.

VOL. LXXXVI NEW YORK, MARCH 12, 1914

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## How General Vehicle Solved Its Big Pioneer Problems

Interview with General Vehicle Company, New York

In one year, 1912, the star salesman of the General Vehicle Company, Inc., sold \$989,000 worth of electric power wagons—only \$11,000 short of a round million. But it took him just three years to do it! At least, that is the average time required in the industry for turning a prospect into a customer.

This gives us the measure of the industry and the General Vehicle Company's problem. It is a long, hard, slow, pounding game, unpunctuated by the frequently brilliant strategy and spectacular stunts of the pleasure-car field. But for that very reason full of suggestion to the manufacturers in other lines who have no opportunity in their own experience to work out long-distance campaigns.

Consider the industry still in its development period. A few companies making electric commercial vehicles only; more making both commercial and passenger cars. Still more making gasoline commercial vehicles; and again, though somewhat fewer, those making both pleasure and commercial cars, gasoline driven. Altogether, about 40 electric commercial-car manufacturers and 300 making gasoline commercial cars, many of the latter, however, very small and building from assembled parts for local consumption only.

Figure that few indeed of these companies, or departments of companies, are making any money. Several have been closed out recently. It is trade gossip that the truck department of one of

the largest companies has been given a year's grace to produce, or else close up and give the passenger-car end of the business a better show. Other concerns, and these among the largest passenger-car manufacturers, have not expected to make any money in these pioneering days, and have doggedly kept on, charging up truck overhead to the pleasure car—a practice that throws light on some pleasure-car prices. Other companies yet have, it is plain, badly underestimated the inertia of the commercial market and have tried to "rush" it, after the fashion of the pleasure-car sales departments, with dire results.

### MOST CONSERVATIVE OF METHODS

The exceedingly few companies or departments that are on a dividend basis, and the General Vehicle Company is one of them, have reached it by the most conservative of conservative methods—advertising alone excepted, the most successful of them being among the best advertisers.

It is natural to compare the selling of commercial vehicles with pleasure cars, but as a matter of fact the conditions are altogether different, especially where electric commercial vehicles are concerned. The selling methods and selling organizations of the two fields are different. Or, at least, there has been trouble when they have not been different. Commercial-vehicle shows, for example, do not flourish as in the pleasure-car field, but are declining in favor. The General Vehicle Company does \$3,000,000

business a year without the help of a single showroom. There is in the best organizations a complete absence of flare, fancy, sentiment, emotion, in selling and advertising. But, on the other hand, when it comes to a demonstration of "brass tacks" methods of getting down to fundamental selling considerations and a full utilization of resources, the best of the industry, including the General Vehicle Company, can furnish it, with something to spare.

In point of fact, the electrical vehicle has evolved less out of the automobile than out of the electric street car. All of the technical solutions worked out for the latter became immediately available to the designers and builders of the electric vehicle. Its early defects were the natural result of the primitive type of storage battery, rather than faults of design. It is rather remarkable how little the main elements of its design have changed in the past decade or so. It has, therefore, developed to a large extent independently of the automobile, though it naturally has been affected by it, both for good and ill. It was helped by the demonstration of motor transportation. But it also picked up some of the bad habits of the automobile industry. It has been going too strong on the maintenance guarantees and promises of service, more honored in the breach than

in the observance. It has played havoc with dividends, and, worse still, with capital investment, by reckless price-cutting. But in the main, the electric car has been somewhat protected by the commercial nature of its market, and the mortality among commercial-vehicle plants is slight in comparison with that among pleasure-car plants.

#### BUYING FOR BUSINESS "DIFFERENT"

### The Blizzard Found Little Wanting In G. V. Electric Trucks

SATURDAY and Monday surely gave motor trucks a real efficiency test. The strong ones kept going, and the others merely added to street congestion.

The general performance of G. V. Electrics attracted most favorable attention. A few ran out of current or had other troubles, but the percentage of such was small.

The Adams Express Company report that Saturday, when the storm was at its worst, out of the 65 G. V. Electrics in their service, only 5 required assistance. Furthermore, on Monday, when the snow was still very deep, not a single G. V. Truck was "pulled in."

This is wonderful when you consider that in deep snow an electric requires double the normal amount of power to move. In addition, a gasoline truck requires double the fuel and oil. If Electric truck owners would only keep this in mind, and run their vehicles at a speed of 15 miles instead of 20, there should be no trouble whatever even in bad weather.

THE L. Bergoll Brewing Company report that only one of their 11 G. V. Trucks required help Saturday and none on Monday.

F. A. Felt & Sons, with 33 G. V. Trucks, report practically no trouble.

In New York and Boston the same high general efficiency is reported.

The high grade Electric is efficient because it is simple. All parts REVOLVE. The motor has an overload capacity of 300%. There is nothing to freeze up.

Wouldn't it be like a winter-proof delivery system? With our 4000 men to handle it, we might make some practical suggestions. Catalogue on request.

#### GENERAL VEHICLE COMPANY, Inc.

General Office and Factory  
Long Island City, N. Y.  
Philadelphia, Pa.  
820 Witherspoon Bldg.  
LOUIS RUFRECHT,  
District Manager.



NEWSPAPER COPY IS UP-TO-THE-MINUTE  
WHEN OCCASION OFFERS

the last degree. Experimentation, for instance, proved that the electric vehicle finds its best field in the city. Research indicated what lines of city trade can be most benefited by changing from horse to electric power — breweries, express companies, etc. A study of the commercial rating of the houses in those lines distinguishes the gilded edges. These are circularized and bookletized every month for

The market conditions are these. In the first place, the buyers of commercial vehicles are buying for business instead of for pleasure, and they estimate utility and figure costs with a sharp pencil. In the second place, the men who have been most instrumental in steering the industry have been of the professional, engineering type, rather than promoters and salesmen, as those who have most prominently assisted in the development of the automobile industry.

In consequence, the whole process of selling has been tangible and statistical to

# What Leadership Means

Many a house with a big line has a single article so thoroughly advertised, so firmly established as standard, that it practically sells itself.

The universal demand for that one product makes every dealer want to handle it. And makes it easier to sell the whole line.

*The Delineator, The Designer, and The Woman's Magazine*, comprising The Butterick Trio, hold much the same position with their readers.

They are so eagerly sought, so carefully studied and so thoroughly trusted that your sales-story in their pages meets with a ready response. Their influence with their readers makes your selling problem easier.

## The Butterick Trio

**1,400,000 Average Monthly Net  
Circulation Guaranteed**

James A. Townsend,  
Western Adv. Mgr.,  
1st National Bank Bldg.,  
Chicago, Ill.

W. C. McMillan,  
Eastern Adv. Mgr.,  
Butterick Bldg.,  
New York.

two, three or four years, and stormed at long and middle distance by magazine, newspaper and trade-paper advertising. Meanwhile, under cover of the publicity assault, a salesman is calling at intervals. When the prospects are willing to get down to business, the transportation engineer is summoned to the front. He studies the delivery problem and figures the saving in a change to motor traction.

The executive gets ready to buy. Unfortunately, he may not buy of the house that has educated him, or half-educated him, because the problem is a highly involved one. He may not wholly appreciate it and so may buy cheaply elsewhere, from false economy. Then the first truck manufacturer has to wait until the executive has had his experience and is ready to buy for permanency and efficiency.

#### ENTER IDEA OF STANDARDIZATION

This is the situation that confronts the better class of manufacturer of electrical commercial vehicles, those who can afford to base their selling on analysis and education and wait three or more years for results. They are the leaders, who have the largest output, the most experience and a better grasp of conditions. On this account they were also the first to see the need for a standardization of models and parts, as well as to endeavor to abolish harmful trade practices. The place among them of the General Vehicle Company is easily ascertainable from the figures at hand. A liberal estimate of the number of electric commercial vehicles in use is 12,000. Probably few have been retired, the life of an electric wagon being more than ten years, and the real history of the industry not much longer. And the General Vehicle Company furnished about 4,000 of that 12,000.

The production of gasoline commercial cars is many times that of electric cars, but the ratio between the two kinds is being rapidly changed. Reports show that though the output of gasoline

commercial vehicles has increased 500 per cent since 1910, that of the electrically driven commercial vehicle has grown 2,000 per cent, or four times as fast. And yet both of the industries, working only partly in competition and mostly side by side, have displaced less than two per cent of the horses and mules in the United States. So that the field is one of vast possibilities.

The beginnings of the new industries were very slow. Some of the manufacturers of gasoline pleasure cars, foreseeing the commercial-car market, had been experimenting and had commercial cars out in the early nineties. There were not many of them, however, and the work had hardly been started before the first electric vehicles appeared in 1897.

#### BEGINNINGS OF MISSIONARY WORK

Four years afterward leading spirits from two of the electrical vehicle companies started business under the name of the Vehicle Equipment Company. Between that date and 1906 great strides were made in designing and in the improvement of the storage battery. Missionary work was also done among the breweries, express companies, department stores and heavy hauling interests which furnished the largest opportunities. In 1906 the company was reorganized into the General Vehicle Company.

The real history of the company dates from the next year, 1907, when it realized the value of standardizing its designs and began the manufacture of five different capacities. It has only six capacities to-day, running from 750 pounds to five tons. The beneficial effect of standardization on sales has been as marked as it has on production. It has reduced the prices and simplified the sales argument. It excludes at once, without debate, all undesirable constructions and specifications. It has appeared at times a disadvantage, as when years ago certain department stores refused to buy unless they could have their old delivery wagons duplicated in size and design. The

## Three "Accounts"

THREE months ago we were engaged to launch an advertising campaign and to do it quickly. Conditions were just right for it, we knew exactly what to do, did it, and it was actually running at the rate of \$1,000 a day within forty-eight hours from the hour we started work.

ONE week ago we were offered a national account with instructions to start immediately. We quickly reached the opinion that a month at least would be needed for preliminary investigation, a study of the subject and the correction of certain points of view that had been expressed and with which we were not in accord. The "account" was placed elsewhere.

THREE years ago we were selected to become the advertising agents of a large manufacturing concern—the largest in its line—which was contemplating national advertising. This national campaign, by our advice, has not started yet, and will not start until next September, although we have had a busy time with them for three years.

### Is There a Moral?

To us it seems that the ready money coming in next month, while sufficiently tempting, might prove the most serious handicap to the health of our business some years hence. We are, we hope, in the advertising business to stay.

**CALKINS & HOLDEN**

250 Fifth Avenue



New York

## PRINTERS' INK

company will give them about whatever special body they want, but it will not depart from its standard chassis. This stand unquestionably costs some sales, but in the end the disadvantage is counterbalanced by the economies effected and the gain in reputation.

This policy overlaps another policy the company found itself obliged to adopt about the same time. Up to then the company had no extensive sales organization of its own. It sold through

This condition being largely bound up with the agency system, the company thereupon made a change that ran counter to the tendency and abolished the agencies in New York, substituting for them branch offices of its own with traveling salesmen. It now has five of these offices, with thirty local and traveling salesmen covering, with some thirty agencies of a different character, 41 out of the 48 States in this country.

The effect of this reorganiza-

**ONE STORE USED 3 SINGLE HORSE WAGONS TO DELIVER THESE PACKAGES**

**Examples for Comparison**

**NOW THEY USE ONE G.V. DELIVERY CAR TO DELIVER THESE**

**G.V. Electrics—the Satisfactory Commercial Vehicles for Department Stores**

**THERE are three real reasons why the General Vehicle Co., Inc., dominates the electric vehicle field—first, because of the years of business experience—pride and volume of output. G.V. is the one standardized, reliable, efficient, reliable organization.**

We have over 3,000 machines in service ranging from six to fifteen years old.

They are distributed and operated successfully in all states of the Union, in Canada, Cuba, Brazil and the Philippines.

G.V. Electrics are employed by most of the big stores of this country, who are experts in handling power wagons of all sizes prior to G.V. Electrics as the best for efficiency and economy of time and expense.

**General Vehicle Company, Inc.**  
General Office and Factory, LONG ISLAND CITY, N. Y.  
NEW YORK BOSTON PHILADELPHIA  
CINCINNATI BIRMINGHAM  
DETROIT

**G.V. Electrics are far different from the early models of electric vehicles—they are faster, more reliable, longer lasting, more powerful and more simple to operate.**

The facts are proven true when you see our delivery cars.

Here is a sample of G.V. Electrics:

But fuel economy, is only one point of superiority of the G.V. Electrics.

They are clean, odorous, practically noiseless.

They are safe, reliable, practically noiseless.

They are the most economical proposition of electric vehicles.

Study the parts of a department store and dry goods trade. Call G.V. Electrics, and then write us for Catalogue D and full information.

**General Vehicle Company, Inc.**  
General Office and Factory, LONG ISLAND CITY, N. Y.  
NEW YORK BOSTON PHILADELPHIA  
CINCINNATI BIRMINGHAM

GOING AFTER THE DEPARTMENT STORES STRONG, WITH DOUBLE SPREAD IN TRADE PAPER

a general sales agent. It was not long before these outside salesmen were found making any sort of promise thought necessary to get the business, and the factory consequently forced to build only what they thought they could sell.

"Most of the early troubles that led to reorganization," said F. Nelson Carle, the advertising manager, "were due to these outside salesmen. They were not under the control of the company and had had no technical experience. Their only function, as they saw it, was to sell, and most of them were prepared to swear the machine would climb a tree, if they had to do so to clinch a sale."

tion was to make nearly every one of the active force a house salesman with his interest bound up with it, amenable to discipline and instruction. There is no more disputing now between the factory and the sales force about models and specifications. Standard designs and familiarity with them minimize the chances for misunderstandings and dissatisfaction among the customers. Every vehicle is virtually the resultant of practical demands, ascertained by thousands of experiments carried on by specialists and technical students, and checked by transportation engineers employed by the company, whose work with the house salesmen is easier than



**85% of "Needlecraft's"  
750,000 subscribers live in  
towns of 15,000 and less**

These towns comprise the Great Market of America where nearly 40% of all homes lie and where 35% of the best people of the country live. Through NEEDLECRAFT you can talk to one in ten of the seven million homes in this field.

The service NEEDLECRAFT renders is its greatest asset to advertisers. This service consists of:—  
(1) Practical fashions designed to suit small-town womanhood; a service impossible to the magazines with considerable large city circulation. (2) Practical suggestions for small-town children's apparel. (3) Specific and detailed instruction in the newest and best things in needlecraft for the ornamentation of the home. The fact that 30,000 women in cities of 50,000 and upwards (where NEEDLECRAFT does not seek subscribers) have sought and bought NEEDLECRAFT proves its superior value.

Through NEEDLECRAFT at \$3.00 per line you can buy more interest compelling circulation to the best class of small town homes than in any other medium for the same money—a good reason why it should be at the very top of your list of small-town mediums.

# NEEDLECRAFT

PUBLISHED BY

**NEEDLECRAFT PUBLISHING CO.**

WILL C. IZOR  
Advertising Manager  
1 Madison Avenue  
NEW YORK

JOHN GRANT  
Western Representative  
30 No. Dearborn Street  
CHICAGO

it was with the general sales agent.

The General Vehicle Company is one of the first to have begun this standardization of models. The field as a whole has not come to it. Some concerns have one, some two, regular models and capacities, but make anything to order. They are still in the stage of "needing the business." The General Vehicle and possibly one or two other companies are willing to sacrifice a little present business in order to get their production on a big-volume-and-low-cost basis, after which they may be in a position to sweep the field.

These policies go far to account for the fact that the company has expended out of profits and not out of capital, contrary to the practice of numberless companies in both the electric and gasoline field. It has felt its way in the good old conservative fashion. Concentrating on a dozen leading trades in a few localities with an intensive propaganda through salesmen, letters, trade literature, trade-paper and local and general advertising has brought results that more scattered methods could never have secured.

#### REFUSED TO CUT PRICES

One of the biggest single factors in securing the profits for expansion was the insistence of the company on getting its price. For the great majority of the companies in the field even now, the price list exists chiefly as a basis for discussion. Every variation from the normal design is an excuse for shading the figure. Most new, and particularly most small, companies seeking a larger market will go the limit in order to get their vehicles into use or realize on their investment. The General Vehicle steered away from this temptation, named its price, and in the long run—three years to a sale is a long run—has got it. The other kind of companies have the experience.

It is the experience of most lines where competition is severe that few houses try to hold up the banner for standard practices.

Most of the competition is making any and all concessions to get the business. Hand in hand with profit-sacrificing price-making in the industry goes the injudicious guarantee. It has been one of the things that has retarded development. There are two forms of guarantee. One is warranting prescribed by the Automobile Association of America. It provides for the replacement of any parts broken under normal conditions as a result of structural imperfection. This is so narrow and indefinite that it affords salesmen great latitude in making promises and the manufacturers great latitude in keeping them. The two conditions have not worked out well.

"The electric truck, no matter how good, can suffer from the faults of other electric trucks, as well as gas trucks," said Mr. Carle. "For example, in 1904 we placed in a Western town about twenty machines. These were sold through an agent who insisted on equipping them with a new type of battery, excellent in theory, but unproved as to actual operation. The batteries would not stand the operating conditions and went down in six months. There was litigation and the trucks were laid up for five or six years. They were then placed in commission again with better batteries. Those that were rejuvenated are still giving service, though nearly eleven years old.

#### SECOND BLACK EYE

"Two years ago we succeeded in placing some of our standardized machines in that town and were just beginning to overcome the handicap of the black eye given them years ago through no fault of their own, when something else happened. Another agent sold three electric trucks in that town. As he had made rash promises which he could not fulfill, the trucks were turned back on his hands. Electrics got their second black eye.

"The importance of right selling cannot be overemphasized, because surely no man lives or dies to

## TAKEN FROM LIFE

E. S. Martin says:

"One would think that Boston would produce a morning paper like the Springfield Republican, intelligent, orderly, handsome; a paper firmly established with traditions, independence, influence and a record; a fountain of culture and a means of public education. There is no such morning paper in Boston."

No, but there is in Philadelphia—the Public Ledger.

**PUBLIC  LEDGER**

himself on the selling end of the truck game."

In addition to giving the general warranty, it has been the practice of virtually all houses under certain circumstances to give a maintenance guarantee that the vehicle will carry a given maximum load for a certain mileage at a certain speed and a certain cost. It should differ for different services and for different conditions, and it should not be given when the conditions are not met. It is given under contract for a term of years, generally three, and provides that the manufacturer shall make up the difference between the guarantee standard cost of operation and the actual cost, when the latter exceeds the former. The purchaser allows frequent access to the machine for the purpose of checking up its performance. The contracts are generally renewable for another period.

It is, of course, to the interest of the manufacturer to renew them, if asked, and whenever possible, because it is an evidence of confidence in the machine. It is generally asked only by the new users of the wagons. After a house has bought several and has learned what to expect of them it does not, as a rule, care for the guarantee and is willing to waive it, with the provision which binds it to buy its parts and accessories only of the manufacturer giving the guarantee.

#### WARRANTY AND GUARANTEE DIFFER

As we shall see, the warranty and the maintenance guarantee work out differently in practice. The manufacturer can make of the warranty any sort of a loophole to crawl out of. The purchaser in Texas, say, of a delivery wagon made by some small plant in the Northeast, and sold to him by an irresponsible local agent on glowing representations of the manufacturer's generosity in making good on parts, and "no questions asked," may find himself out many dollars when he has occasion to test the reported generosity of the maker; the latter had, of course, never authorized the salesman to make any such blank-

et guarantee. The Texas merchant cannot often take his satisfaction out of the local agent because the latter is generally financially out at the elbows.

But sometimes, even when the manufacturer has the disposition to make good, he cannot do so. He has been "improving the model," and the machine of a year or two ago is out of date, its parts no longer made and the patterns gone.

Altogether, looking from the inside out, the warranty is regarded by most manufacturers as of more than doubtful utility.

The maintenance guarantee, on the other hand, is an unequivocal black-and-white contract. The machine is guaranteed to perform at a certain standard and a certain cost. If it doesn't, the manufacturer must make good on the difference. And the user must buy his supplies of the manufacturer. Both parties to the contract know what to expect.

#### MAINTENANCE GUARANTEE AN EDGED TOOL

There is room here for only one kind of misplay, and that is to the disadvantage of the manufacturer. In his eagerness to get the business he may give maintenance guarantees where he has no business to do so, after he has permitted variations from standard to meet some exactation of a customer. The variation, of course, increases the risk, and the manufacturer may find himself caught later. The details of discussion will be forgotten, but the contract will be there to end the dispute.

It does, in fact, work out just that way with many manufacturers.

The practice of the General Vehicle Company is to give the maintenance guarantee only with the standard model. Some time ago, for example, a large provisioner wanted a longer overhang of the body at the back of some of its General Vehicle trucks than the standard design provided. As it was a matter that concerned merely the body, the company

(Continued on page 102)

**I**F the story of your business is an interesting story—a story of growth founded on merit—it can be made a valuable asset when told entertainingly and “at one sitting” to the readers of **THE OUTLOOK**; to the men and women of every community in the United States who represent the most intelligent influence. **THE OUTLOOK** covers this field. Several successful advertisers have already proved that fact to their own satisfaction.

For particulars of how this can be done and what it will cost, address

Advertising Manager **The Outlook**  
287 Fourth Avenue, New York



THE shelves of many of the grocery and provision stores in New England, the Middle Atlantic States, the South and the West are littered with mis-branded, mis-labeled, bleached, robbed and chemically dyed food products. Westfield, Massachusetts, is a striking exception.

"Language," some one has said, "was given us to conceal thought." Labels, as allowed by the United States Government, were evidently given manufacturers to conceal contents. Authorities unanimously agree that the Food and Drugs Act does not even pretend to guarantee the purity and quality of manufactured goods. It is merely a means of identification, like the number on a milk wagon.

When an aggressive town like Westfield analyzes and exposes a mis-branded and mis-labeled article of food, drink or medicine, the government has "got its number," that's all; and after untold mischief has been done may leisurely proceed to prosecute.

Westfield is shouldering the burden that properly belongs to Uncle Sam. Some one had to sort out adulterated and mis-labeled canned and package food from the genuine articles. The government couldn't or wouldn't. West-

field did. It won't be long before every other live municipality will be doing it likewise.

So voluminous was the list of adulterated foods that Westfield long ago gave up the idea of publishing it. "Too much waste of white paper," said Prof. Allyn, and the Westfield Board of Health agreed with him.

Instead, they chose the sensible, constructive course of publishing a list of articles which, after analysis, proved to be bona fide—pure in every particular—right, inside and out, in quality, color and label. The Westfield Book of Pure Foods was the result.

So popular has this positive list proved to be that it has already gone thru three editions, with another one in course of preparation. The fame of this book has spread from coast to coast and more than one foreign country is watching its healthy growth.

Outside of politics and war, nothing has ever stirred the public as The Pure Food Movement has. Westfield has proved the issue to be one of life and death and has put herself on the firing line.

In his new role as Food Editor of The Ladies' World, Prof. Lewis B. Allyn has the absorbing interest and attention of the women readers in over 1,100,000 Ladies' World homes.

To the manufacturers and manufacturers' agents who may be skeptical as to the importance, extent, permanence and outcome of the Westfield Pure Food Movement, we suggest that they will have a long and weary wait for Westfield to capitulate and a 'tarnal long wait for the public interest in pure food to die out.

## THE LADIES' WORLD

McClure Building, New York

*From PRINTERS' INK, Feb. 20, 1913.*

# Success!

To have your policy win, in the face of predicted failure—

Win cleanly, bearing in its train some public good—

Win bounteously, beyond your best hope—  
That is Success.

Our March advertising exceeds that of last March by 7,861 lines, being the largest gain of one month over the previous same month ever made in the thirty years of Good Housekeeping's history.

The reason? We have just put in force the rule that no food or proprietary article may be advertised in Good Housekeeping unless passed by our testing bureau at Washington, conducted by Dr. Wiley—the severest critic of such products in America. The rule, which was expected to, and did, alienate numerous accounts, netted us 7,861 lines gain in a single issue.

Why? Because there are more good than bad manufacturers; because they want just that kind of a medium to advertise in; because our readers responded to this reform instantaneously, vigorously and unmistakably. The time had come, and we recognized it.

To have your policy win, by a frontal attack and no subterfuge—

To know beforehand that it will win, because it is based on Right—

To have it crush doubt, and doubters, by the very bigness of its winning—

Is real Success—life holds no better sort.

## Good Housekeeping Magazine

*Cooperates with the Retail Merchant*

NEW YORK  
WASHINGTON

CHICAGO  
BOSTON

With March 1914 overtopping the record-breaking issue of a year ago, this advertisement is worth repeating. The story is all there: Service brings Success.

## Dealer Helps That Are Connective

How the Plan of Working with the Retailers Works Out for Black Cat Hosiery—Dangers of Over-Stimulation Kept in Mind—Campaign Has Helped to Maintain Prices and Credit Rules

By H. J. Winsten

Sales and Advertising Manager, the Chicago-Kenosha Hosiery Company

**DEALERS'** co-operation is the business stimulus that the manufacturer injects into the veins of the business body of the man who sells his goods. Competitive conditions have been responsible for its growth. It's a big problem in the manufacturer's mind to-day.

Every manufacturer who is working toward success through the known laws of business science is asking:

"How can I make my dealers' co-operation more highly efficient?"

We have wrestled long in the throes of the problem, analyzed it carefully and then gone ahead. Results seem to prove we are on the right track. We found two evils—two channels through which money, time and effort were flowing off territory which the manufacturer seeks to irrigate. These are:

Haphazard, unscientific, voluminous distribution of dealer helps.

"Pauperizing" the dealer by doing all the work and paying all the bills.

In solving the problem for ourselves we considered first the vast quantity of advertising material that the postman brought weekly to the dealer from the various manufacturers whose lines he handled. We realized that the value of dealers' advertising helps were under-estimated because of their volume and their lack of connected motive. They lost their dollar value in his eyes. Quantity meant cheapness—weakness. That's what the report of our salesmen showed.

Then we found that other

manufacturers were over-stimulating the dealer. The result was impoverished business blood—pauperization, as we termed it.

These manufacturers were carrying the whole advertising burden. They were paying the whole bill. The dealer was being fed out of a gold spoon. He was becoming deprived of his own strength, made lazy, indolent. To pay for the dealer's local advertising, in almost every instance, is to lower the dealer's estimate of its worth and to strangle his own co-operative effort.

We go at this whole proposition on a plan that approximates the method of promoting a show on the road.

### "BLACK CAT" CONNECTIVE HELPS

We put on an "advertising show." First, our advance man, who is a Black Cat salesman, outlines our complete advertising

**Silk hose that wear**

The beauty of silk hose is now recognized from the advertising claim. Black Cat Silk Hose are no exception. They are the best in quality and last longer than any other hose. They are made of the finest silk, yet possess all the beauty of the finest silk. Black Cat Silk Hose can be had in a wide variety of colors at \$1.50 a pair for women.

Black Cat Ladies and Men's Hose are the approved of the millions for wear alone.

Black Cat Silk Hose maintains that wear-expansion.

**Black Cat Silk Hose**

We import the pure silk threads direct from Japan.

The best and softest are strong elastic stock. See behind corner store. This is the only way to get the best.

The irresistible luminous silken colors and perfect matching of silk body with hose. And these are to our knowledge the deepest.

Black Cat silk hose are the only ones that will not stretch or break—*that silky feeling and bright sheen*. They will surprise you for wear.

Buy your Black Cat Silk Hose from the nearest dealer. They are the most reliable merchants throughout the country who are able to sell Black Cat Hose in many parts of the country.

CHICAGO-KENOSHA HOSIERY CO., Kenosha, Wis.  
Chicago Office  
212 S. Fifth Ave.

For Men  
Black Cat Silk  
Hose, \$1.50, inc.  
For Women  
Black Cat Silk  
Hose, \$1.50, inc.  
Boston Office  
100 Congress St.  
New York Office  
12 Union Street  
N.Y. to \$1.50

MAGAZINE COPY EXPLOITING 8,000 DEALERS  
HANDLING THE LINE

plan. A special portfolio is turned over to him, covering every phase of our advertising work. Strong emphasis, however, is laid on one particular week, say, for example, "Black Cat Week" in April.

We explain what we are going to do in the way of national advertising at that special time. Then our salesmen explain how



SIGNS FOR DEALERS THAT ARE BEING PUSHED FOR 1914

we have provided different phases of local advertising, to make it possible for the retailer to get the full benefit not only of our advertising but to place his hosiery department in the best light before the public.

We show him full reproductions of an electro to couple up with our national advertising, using the same illustration and copy to fit local conditions.

Perhaps he has no local paper, or he may prefer to use a lantern slide, using the same illustration. Often the dealer takes both.

Our eight-sheet poster fits in generally with the same illustration, imprinted with the dealer's name.

Last, but not least, we show him a complete window display, generally "before and after," to help him make it right. The window display most likely incorporates the same illustration as is used in our other plans.

Furthermore, the salesman shows the dealer other selling helps—notion envelopes, folders emphasizing the local condition, with the dealer's name imprinted,

calendars, at the same or a less price for a few hundred as it would cost him were he to purchase 100,000.

Our salesmen make out an advertising order as follows:

#### ADVERTISING ORDER.

Send	.....
How	.....
Signs	..... No.
Electro	..... No.
Notion Env.	.....
Folders	..... No.
Slides	..... No.
Poster	.....
Miscellaneous	.....
Imprint	.....
Salesman	.....

No advertising is ever sent to any dealer without either a salesman's order or a dealer's written order. Our salesmen are positively instructed to be liberal with advertising, but to be just as certain that our retailers are using or will use what we send them.

Our salesmen are interested and enthusiastic over our advertising programme. No opportunity is lost to ginger advertising in the same degree as selling Black Cat.

We send preliminary notices to

our dealers about the special campaign. Then we send a broadside description of our April week, with return card for the special electro, slide, poster and window trim.

Whatever the dealer orders is sent prepaid about ten days before the "event" and a letter goes out at the same time.

#### RESULTS OF CO-OPERATIVE PLAN

Do we get satisfactory results? Well, that's a question of comparisons. We want more!

In the spring of 1913 we had such a plan. We had 2,214 requests for window displays. We sent out 1,014 electros for illustration and copy for a newspaper ad, nine inches deep and four columns wide; 901 slides were mailed to dealers; 5,000 eight-sheets were used by dealers, nearly half through the National Bill Posters and retailers were charged for the posting.

We work this sales-stimulating campaign four times a year. Then the dealers use the electros and slides throughout the year. For example, we got out special "Black Cat Christmas" ads.

Let it be noted that we seldom feature Black Cat to the exclusion of all other merchandise. We try to get our dealers to use both kinds of advertising, one featuring Black Cat entirely, the other featuring store service and general quality, naming Black Cat as one feature of quality and service.

We believe that advertising must be one of the important links which unite and bind the dealer and the manufacturer. It must connect both to a fair, honest policy toward consumer, for our mutual interest lies ultimately in the absolute satisfaction of the consumer. That's why we tell our dealers: "We hold no sale final which does not result in the customer's complete satisfaction."

What has our advertising plan done for us? It has helped to eliminate to a considerable extent two very disastrous phases of competition: Price and credit.

We hold steadily to our prices and seldom deviate from strict credit rules. We are gradually building up our retailer force to a point of high efficiency.

I think our competitors will testify that it is difficult to dislodge Black Cat when it is entrenched through our co-operative plans plus quality merchandise.

Our selling and advertising department is inseparable. It can't be "unscrambled." One is the right, the other the left arm of distribution. There is no dividing line. They work in harmony. Every stroke counts with the use of both arms.

Generally the hosiery order and sales report come in with an advertising order. Both orders are treated alike. Advertising orders are given just as keen attention as the hosiery orders. The different advertising material is assembled in the advertising room or in our printing shop, then taken to the



NEW AND RATHER VENTURESCOME  
TREATMENT OF THE ILLUSTRATION

shipping room to be packed with the hosiery shipments.

The shipping room has nothing to do with the selection of advertising matter. It cannot hand it out indiscriminately. Every order specifies what and when on advertising just as plainly as the orders for hosiery.

The answer to a considerable extent is efficiency, or the elimination of waste, coupling selling and advertising forces—a clearer understanding by all parties as to how far the manufacturer can go, how far the retailer should expect the manufacturer to go, how far the manufacturer wants the

**Kid Stockings That Save Darning Troubles**

Remember this is the place where you can get the "tough as leather" Black Cat Stockings which have the exclusive feature of an Elastic Heel, that doubles the life of the heel.

To most mothers Black Cat means more. Long experience has given Black Cat that representation which makes grandmothers, grandfathers, and even the Old Mother Goose book.

Black Cat can't be beat for school wear and play wear stockings. Come in and see Black Cat for the rest of the family.

**Black Cat Hosiery**

99 years means money's worth!

You can depend upon "BLACK CAT" HOISIERY for the Youngsters. It's stood the test nearly a third of a century—and more than ever, it is mother's only choice.

Don't take our word for it—try it once—you'll buy it.

**SCHOOL DAYS bring Wear and Tear! That's why we say—buy "BLACK CAT" Hosiery**

We know from hundreds of trials and counter talk—it's the universal expression "Well, 'Black Cat' Hosiery certainly does wear."

**DEALERS NAME**

**DEALERS NAME**

**Black Cat Hosiery**

THEY want nothing else for the romping—playing American Youngster. It was the best in Grandmother's day—it's the same quality today.

We recommend any hose with

"**BLACK CAT**" stamped on it.

A GROUP OF DEALER ELECTROS PICTURING THE NEEDS OF THE KIDDIES

To get distribution where there is no appreciable demand, the manufacturer must treat the case differently from where the distributive channel is already effected.

There is room for serious thought and discussion as to how far the manufacturer should go and what should be done for the local dealer in the town where the manufacturer has no distribution and his national advertising has not been felt appreciably by any merchant.

Our problem is not so much one of distribution, for 8,000 dealers spread over the medium-sized towns of the United States afford us fairly good distribution.

What to do to cut down the rising cost of advertising and selling without taking that cost from quality or retailers' profit—is the problem we have to contend with.

retailer to go, and how far the retailer must go in order to reach at least cost with greatest efficiency—the final count—the consumer.

Hobart, Eastern Advertising Manager, "Woman's World"

A. J. Wells has resigned as Eastern advertising manager of *Woman's World*. Henry Morgan Hobart, who for three and one-half years has been representing *Woman's World* in New York City, has been appointed to succeed Mr. Wells.

Campbell with Miller Rubber Company

W. S. Campbell has been appointed advertising manager of the Miller Rubber Co., Akron, O. He was formerly circulation manager of the *Iron Trade Review* and *Daily Iron Trade*.

Ward P. Haines has resigned as advertising manager of the Anderson Electric Car Co., Detroit, Mich. This company makes the Detroit electric car.

# “My Goods Are Different”

A popular excuse for neglecting to extend your business by advertising is, “My goods cannot be advertised, because they are different.”

Everybody's goods are different.

If goods were *not* different there would be no advertising, no salesmen, no show windows, and probably very little progress, either individual or national.

And it might be said that the very quality of difference in goods often has made them not only more amenable to advertising, but more dependent upon it.

Has it ever occurred to you that there are a certain few industries, like cereals, in which practically every great manufacturer is a great advertiser, and that when you come to analyze it, no one of these industries betrays any inherent reason why it should avail itself of advertising more fully than dozens of other industries? Look back over a few years and you will see that some one manufacturer in each of those industries embarked boldly upon advertising, and when he had charted the course, the others hastened to make sail and follow.

The real difference in availability for advertising usually is not in the goods, but in the man behind the goods.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia

The Chicago Daily News printed more display advertising for the first two months of 1914 six days a week than any other newspaper in Chicago printed in seven days. The figures are:

	Lines	
The Daily News	1,044,402	Six days
Second paper	1,041,810	Seven days
Third paper	810,789	Seven days
Fourth paper	751,008	Six days
Fifth paper	583,368	Six days
Sixth paper	576,057	Seven days
Seventh paper	360,525	Six days
Eighth paper	324,831	Seven days

Doesn't this show that advertisers consider The Daily News the best salesman in Chicago?

THE CHICAGO DAILY NEWS  
OVER 360,000 DAILY

## Trade Press Meeting in Philadelphia

At a banquet held in the Hotel Walton, Philadelphia, last week, by the Philadelphia Trade Press Association, fourteen trade journals were represented. Editors of magazines for grocers, druggists, confectioners and builders were among those in attendance, and there was a technical discussion of almost every kind of retail and wholesale business.

The speakers of the evening were Fred Porter, president of the National Federation of the Trade Press Association; M. C. Robbins, president of the New York Trade Press Association, and Elton J. Buckley, editor of the *Grocery World*.

The banquet was preceded by a meeting at which the following were elected: President, Grant Wright, of the *Eastern Implement Dealer*; vice-president, Dr. C. F. Taylor, of the *Medical World*; treasurer, W. W. Gale, of the *Confectioners' Journal*; secretary, B. F. Whitecar, of the *National Baker*.

## Waltham Decision Favors Price Cutter

On March 2 the Supreme Court of the United States refused to review the decision of the Federal District Court and the Court of Appeals which held that the Waltham Watch Company could not fix the prices on resale by retailers. The case was against Charles A. Keene, a New York jeweler.

Keene, in 1906, in London, so it is said, learned that he could buy Waltham watches abroad cheaper than at the factory. By buying watches in London and shipping them to the United States via Aden, Arabia, the goods entered duty free. He testified that the long-distance transaction netted him 30 per cent.

The decision of the Court of Appeals, which is now upheld, was to the effect that a retailer or jobber who assents to fixed prices, as demanded by the owner of a patented article, becomes party to an illegal combination in restraint of trade, and that a "fixed price is opposed to public policy and therefore void."

## "Metropolitan" Sues New York Postmaster

Through its attorney, Charles E. Kelley of 60 Wall Street, the *Metropolitan Magazine* has brought suit against the Postmaster of New York, Edward E. Morgan, for \$100,000. Mr. Morgan excluded the *Metropolitan* from the mails on account of its photographic reproductions of Paul Manship's sculptures.

Manship won first prize in the recent exhibition of the National Academy of Design, New York, and among the sculptures reproduced was the winning group. Upon appeal by the publisher of the magazine, the authorities at Washington overruled Postmaster

Morgan and the magazine was released. After the authorities in Washington had declared the Manship pictures to be acceptable, Postmaster Morgan gave an interview to the *New York Tribune* and it is this interview upon which the suit is said to be based.

Much criticism has been made of the arbitrary action of the postal authorities in the matter of periodical censorship, and the action of the *Metropolitan Magazine* in demanding legal redress has aroused much interest.

## Value of Coca-Cola Stock

The statement filed by the Coca-Cola Company with the Massachusetts secretary of state is interesting, says the Boston *News Bureau*, as showing the abnormal profits which are sometimes made by specialty industrials. With only \$50,000 capital stock the Coca-Cola Company, which is the manufacturer of the nationally advertised "Coca-Cola" beverage, has a profit and loss surplus of \$8,653,728. In other words, the stock has a book value of \$17,000 per share. Further than that the company has cash and debts receivable of \$6,496,895. The balance sheet as of January 21, 1914, is as follows:

Assets:	
Real estate.....	1914
Office supplies.....	\$3,178,000
Merchandise .....	1,506
Cash and debts receivable.....	176,919
Bonds .....	6,496,895
Total .....	105,000

Liabilities:	
Capital stock.....	\$50,000
Accounts payable.....	215,994
Funded debt.....	766,928
Profit and loss.....	271,170
Surplus .....	8,653,728
Total .....	\$9,957,830

## Cole to Go with Cleveland Company

Roland Cole, who recently announced his resignation as advertising manager of the Yawman & Erbe Mfg. Company, Rochester, N. Y., informs PRINTERS' INK that he has made a connection with the Ferro Machine & Foundry Company, Cleveland.

In the February 26 issue of PRINTERS' INK it was announced that H. McK. White had been appointed advertising manager of the Ferro company. PRINTERS' INK has since learned that the announcement was incorrect.

## Butterine Campaign in the South

The Ohio Butterine Company of Cincinnati is using a list of newspapers in the South to advertise Churngold Oleomargarine over the name of a local distributor. The copy features a sampling demonstration arranged to be of particular interest to women.

## Large Ideas vs. Big Thoughts

A Distinction that Needs to Be Clearly Made at the Start of the Advertising Campaign—Where Some Typical Large Ideas Lead To—How the Small Advertiser Should Be Nursed to Strength

By Dudley A. Bradgdon  
Of the D'Arcy Advertising Company,  
St. Louis

SOME years ago, when I was doing my advertising teething I came in rather frequent contact with a man who was just chock full of large ideas. He woke up every morning with a new large idea and went to bed every night after burying its corpse. I thought then that he buried his dead only to make room for the quicker quick. I know now that he buried them for sanitary reasons.

He imparted one of his large ideas to me, and I took it for a healthy child—it figured beautifully on paper. Luckily, though, I knew a man of much practice in the business clinic. I went to him with the idea. He talked to me kindly but firmly and he tried to explain to me the difference between large ideas and big thoughts. He showed me that a large idea has attained its fullest growth at birth—that it starts as a giant and winds up as a protoplasm; whereas a big thought is big just because it is potential—that it is what it has in it for growth that makes it potential—that a big thought starts as a protoplasm and in the right environment grows into a giant.

He wound up his first lesson in mental dimensions by saying, "My boy, make this one unfailing rule throughout your advertising life—tie up with big men who are big because they think big thoughts; and keep away from little men with large ideas. If you are a big enough man yourself to think big thoughts you will be understood by the 'big-ones'; and if you are not big yourself constant association at least will keep you from mistaking large ideas for big

thoughts. And mark this well—men are judged big or small, not by their relative heights but by their relative breadths."

So it seems to me as I see some advertising campaigns burst into life—and burst; and others come into being and continue to be, that at the foundation of our advertising failures and successes we must seek for the reasons in whether or not they were born of large ideas or big thoughts.

I have found that the small man most frequently mistakes large ideas for big thoughts. Many a campaign planner and copy-writer thinks that when he thinks in \$500,000 expenditures he is big and broad-thinking big. He's not necessarily—he is dealing only in large ideas unless his money "thinks" are foundationed on selling possibilities and sound financing.

### LARGE EXPENDITURE NOT THE TEST

No campaign that is based purely on fortune-spending to pull it over is a big campaign. Too many advertising-agency campaign planners think in dollars to be spent instead of goods sold. Their idea of what will constitute an advertising success is based too largely upon the amount "the advertiser is willing to spend." They think space instead of what is going to fill that space. They think of "forcing the dealer" before they think of winning the dealer's co-operation. And don't you think for a moment that the dealer is a negligible quantity to be "slapped," like a small boy, into pushing goods—he's got to be shown just as carefully, ay! and considerably, as is the consumer. But to return—these planners of large ideas are too prone to approach their subjects with wonderful dreams of "covering the country," "smashing big copy," "big appropriation which is going to create an enormous demand." Bunk—bunk delivered from a leather-seated chair in a ten by twelve private office, artificially lighted and with not even a peep-hole into the outside world. What they need to think is some big thoughts to put be-

# \$19,428 Worth of Orders

*Resulting from 760 inquiries secured from 13 one-page advertisements in the AMERICAN MACHINIST*

About one year ago the Fitchburg Machine Works reported that they had received 760 inquiries from 13 one-page ads in the American Machinist.

These inquiries came from 166 proprietors and managers, 240 superintendents and master-mechanics, 204 foremen, 63 designers and draftsmen, 3 tool-makers, 41 machinists and 41 were unknown. They represented 170 different industries, from Agricultural Implements to Wire Machinery.

Now all this is good stuff, but the real thing remains to be told.

One year later, this concern reported that \$19,428 worth of orders have been sold to these inquirers and every dollar's worth was directly traceable to the advertising. The product is the "Lo-swing" Lathe. The cost of the space was \$663.

Write these facts on parchment and rivet them in the lining of your hat. Pull them on the man who tells you that technical paper advertising does not pay.

## Make-It-Pay Department

The copy in this case was prepared by the Make-It-Pay Dept., and it is evidence of the ability of this department to "produce the goods" in the right medium, for the right product when the advertiser co-operates to the fullest extent. If your product "belongs," in a business way, in any Hill Paper we want to talk the matter over with you.

### Hill Engineering Weeklies:

**The Engineering and Mining Journal (1866)**

Devoted to Metal Mining and Metallurgy. Circulation 10,250.

**Engineering News (1874)**

The Standard Paper of Engineering and Contracting. Circulation 22,500.

**American Machinist (1877)**

Devoted to the Work of Machinery Construction. Circulation 24,450.

**Power (1880)**

Devoted to the Generation and Transmission of Power. Circulation 30,000.

**Coal Age (1911)**

Devoted to Coal Mining and Coke Manufacture. Circulation 12,000.

**HILL PUBLISHING COMPANY  
505 PEARL ST., NEW YORK**

hind the campaign—not a brilliant "scheme" but an all-enduring principle that has its elements of success not just in the amount of money to "push it through" but in its potentiality—its building-up possibilities.

Too many advertisers (mostly new but some old and experienced) are carried away by big money talk. They are shown very plainly (in conversation of the Col. Mulberry Sellers variety) that all this flash, all this cleverness, all this expenditure is bound to bring in the orders in car-load lots.

So they gamble on a large idea—they don't stop to balance the possibilities of medium selling success against big expenditures—they don't stop to count the cost should that large idea have blow-holes in it—*too often they contract for, now, and expect to pay, sometime, their future advertising bills out of the profits they expect to make on goods as yet unsold and undemanded.*

Take this as truth, space size without horse sense to fill it and the money or equivalent in bank to pay for it is futile. Sales managers don't hire their salesmen by weight but by brains and integrity and they don't hire salesmen just to have a big sales force, but wait until they need a big sales force and can pay salaries out of profits,—neither do intelligent buyers of space buy for size alone.

No advertiser, in my humble opinion, has any more right to base his advertising appropriation on what he expects his sales to increase to than a man has to order a suit he can't afford on his present salary because he expects to get a raise.

#### THE SOLID FOUNDATION

A fundamentally big thought, backed by a genuinely good article and by what the advertiser can afford to spend on publicity at the actual time the contract is made is genuine big thought advertising. It is a foreordained success because it has a solid foundation throughout. Large idea advertising is based on a gamble—sometimes these gambles make good—

so does an embezzling cashier sometimes win on the stock market in time to pay back the money he has borrowed on *future* profits.

But honestly—what's the use of straining the back of a willing business by forcing it to carry a big present load toward a possible future success? Success will be reached just that much sooner by trimming the load to the carrier—by making the load self-sustaining indeed because winged with a *thought*. Don't, in planning a campaign for an advertiser or in writing copy for an advertiser, take that easy way of demanding that he spend beyond his *present* business possibilities just because you have a large idea that space is what sells goods. Be willing to build with and for him. If your scheme is a good one it will be just as good when you've built up to the point where he can pay for carrying it through out of what he has done and not through what you think or he hopes he will do. If it isn't a good one you'll find it out when it grows cold—and it will not cost money.

#### WHY HE BELIEVES HE'S AN OPTIMIST

Sincerely, I've seen in my short life so many businesses crippled by over advertising, so many future great advertisers made cynical non-advertisers by large-idea space-users, with *nothing* but large ideas and big space to sell, that I'm called sometimes an advertising pessimist.

I'm not—I'm an optimist—and it's because I am such an optimist that I insist upon looking at the dark side in order to eliminate it. I believe in advertising, with all my soul I do—I believe in big appropriations where they're justified by a firm foundation in thought, article and *cash* (or its equivalent). I also believe in small appropriations while the child is young and where there's a potential something back of the stuff that fills the small space the small appropriation can buy.

I believe in no advertising where the only reason back of the argument for advertising is "*it pays to advertise.*"

To my mind, the question to advertise or not to advertise rests between big thoughts and large ideas and therein lies the difference between the advertising profession and the "advertising game."

### Will Manufacturers of Plumbing Take the Hint?

The advantage of Philadelphia as a market for plumbing supplies and the consequent need for judicious advertising of such products was voiced by Bartley J. Doyle, a "scientific salesman," of Newark, N. J., at a banquet held in the Hotel Rittenhouse last week by the Plumbing Supply Association of Philadelphia.

Mr. Doyle, who was the principal speaker, told his hearers, who included executives, heads of departments, sales managers and salesmen of the trade, that Philadelphia is one of the best cities in the country for the sale of plumbing material, possessing, on account of its location, better advantages than New York.

Mr. Doyle said: "There is no reason why the plumbing manufacturers and jobbers of Philadelphia should not get the cream of the trade in this country, and if they are not doing so it is because they are not advertising sufficiently or wisely. I would recommend to them newspaper advertising."

The banquet was presided over by F. W. Dows, president of the association, and other addresses were made by E. J. Cattell and several impromptu speakers. The banquet was the first ever given in Philadelphia by this branch of the trade.

### Hudnut to Start General Campaign

Richard Hudnut, chemist and perfumer, of New York, who manufactures an old established line of perfumes and toilet preparations, will, within a short time, start a general advertising campaign, the first undertaken by this manufacturer. The Erickson Company, Inc., New York, will handle the Hudnut advertising.

### Olwell Goes with Chalmers

Lee E. Olwell, for three years advertising manager of the National Cash Register Company, Dayton, O., has been appointed commercial manager of the Chalmers Motor Company, Detroit.

Mr. Olwell will take up his new work after a trip to Europe.

### Hopkins Director of Loose-Wiles

G. W. Hopkins, sales and advertising manager of the Loose-Wiles Biscuit Company, has been elected a director of the company.

# The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## Make Your Mistakes Pay a Profit

**I**t Is Sometimes Profitable to Make Them Intentionally for Benefit of Future Relations—How a Too-Low Quotation of Prices Won a Permanent Customer—The “Slip” as an Opportunity

By Edgar Pacemaker

**I**N chinning with a professional gambler in Dodge City, Kansas, a few years ago a newspaper friend of mine asked him what particular kind of sucker kept the game alive. “The sure-thing player,” was his quick retort. “Show me the man who boasts that he never makes mistakes and I’ll show you his bank roll in an hour!”

“The only man I hate to see come into my place,” he continued, “is the man who hits hard when he sees a good-looking chance and uses his head when he sees he’s in wrong.”

Mistakes are a by-product of business. The men who make no mistakes of commission make a big bunch of errors of omission. The packers used to throw away by-products of greater value than they saved, later they boasted of using everything but the squeal; now they record the squeal on a phonograph and use it for an automobile signal.

Mistakes were first used as an excuse for profanity. Later religion not only eliminated the curses but brought about the uplifted hand and “Let this be a lesson to you” era; now it’s “Bully for you—now cash in on it!”

The axe that used to be displayed when a man made a mistake is now reserved for the one who can’t make it pay dividends.

### ONE OF A TYPE

The only honest man I ever knew killed his own business simply because he failed to recognize mistakes as more than something that hurt his pride and his pocket.

This is the first of a series of articles by Mr. Pacemaker out of his experiences in developing various vital phases of “house policy” and practices.

book. He would not take a cent that did not belong to him or part with a cent that did. He owned a press turning out excellent work, but never held a customer after the first mistake, because he would insist on knowing every detail of the exact amount his error cost his customer and analyze each item until the customer in sheer disgust accepted whatever he offered and then sent his work elsewhere.

Mind you, there was no intention to evade responsibility but even in error no intention to pay a cent more than was due.

Next door was a far smaller printer, a Government printing office foreman who had saved and studied.

When he made a ‘mistake your ’phone would ring and you’d hear, “Mr. Johnson, sir. I’m all broken up about your job. The register is so bad I don’t think you can use it. I know you’re in a rush. If you’ll send me a bill for the stock I’ll pay for it and anything more it’ll cost—and we’ll run tonight and the holiday so you’ll get it right and only a little late. If you can use the ones we slipped up on I’ll be glad to let you have ‘em to make up for the bother.”

“No, it isn’t all right, Mr. Johnson, sir. We make mistakes like the rest of ‘em but we’re sorry when we do and it’s up to you to say what’s right after everything’s fixed up.”

Some day he’ll own the place next door, not despite his mistakes, but because of them.

### TWO GREAT CHANCES IN A SALESMAN’S CAREER

There are two times in a merchandising career when the other fellow lowers his business mask and let’s you see him as a human being.

One is when you walk up to a buyer and tell him that he’s the first man you ever tried to sell; the other when you have proved yourself a human being by making a mistake.

Theoretically you’re at a disadvantage in both cases; practically either is a chance to make a life-long friend.

# Four McGraw Publications One McGraw Standard

The policy behind the McGraw standard is to secure the greatest good for the greatest number of subscribers and maximum usefulness for advertisers.

If it is not possible to show that the McGraw Publications can be made an effective part of selling effort in electrical, electric railway and engineering and industrial fields, we don't want the business.

But if it is true that advertising in these papers ought to be a factor in your selling, you want to use them.

Let's find out what the facts are.

## McGraw Publications

### **Electric Railway Journal**

A weekly journal with a circulation of 8,000 among the executive heads, operating officials and department heads of practically every electric railway in America.

### **Electrical World**

A weekly journal with a circulation of 20,000 among electrical engineers, central station officials, electrical dealers, jobbers, contractors and manufacturers.

### **Engineering Record**

Circulation 20,000 weekly among civil engineers, contractors, waterworks executives and engineers in municipal, county, state and government service.

### **Metallurgical and Chemical Engineering**

Reaches the operating officials of ore dressing mills, smelters, refineries, industrial and chemical works, iron and steel mills and metal treating plants. 6,000 monthly circulation.



**McGraw Publishing Co., Inc., 239 W. 39th St., New York**

## Thoroughness

Maybe you hear and use the word a hundred times a day, but you have no conception of its real meaning unless you have been to Kansas City and followed one of the carriers of The Star.

# The Kansas City Star

180,000 Copies Morning, Evening and Sunday

I remember my first day on the sales end after three years' office training. It was during the sales manager's vacation when a large buyer phoned and wanted a quotation in a hurry. The firm was one that had been on our books for years and only recently dropped us on account of its reorganization. I quoted them and never dreamed of a mistake till their order came in the next morning when I found I'd made a three-hundred-dollar error.

I did some quick thinking and decided that if I "played baby," talked about standing the loss myself and let the president get me out of a pit of my own digging that it would take years for me to get back in right.

Fortunately, my house then and now stands behind anything done by a responsible party—and that put it up to me from every angle. To get the full benefit of my error immediate action was required, so I left word with our telephone girl where I could be reached and beat it for the buying firm's purchasing department and introduced myself.

"Isn't it about time for you to decide on your yearly stock order that we bid on last week," I asked the chief buyer. "Well, I'm sorry to tell you that you're a little high and that B. M. & K. are going to get it," he replied frankly.

But we finally got the order because the chief buyer realized that anyone could and would make mistakes but he couldn't tell how our competitor would adjust them. We had stood behind a phone quotation without a murmur except to make sure that the correct price was understood as applying to future orders.

#### MISTAKE CONTINUES ITS DIVIDENDS

It turned my scale as well, for the president held open the sales manager's position two years for me to make good when my former superior went into business for himself on his return.

Even last year that same old mistake bobbed up to cinch one of our new additions against a standard item made by a competitor with a full century's reputa-

tion. I landed the order by phoning, guaranteeing the product to be fully equal and adding, "You know what will happen if we're mistaken."

I dropped in on the sales manager of a nationally advertised line of suspenders and found the same look of the game in his eye that I've come to respect when we are hard at tennis. They had sent gross instead of dozen on a twenty-item order. He explained that they had gone to a city owned by one of their rivals, where they had no friendly jobber to help them out of the pickle.

All the situation needed was someone who saw in it an unexpected chance to make a friend and a bully opportunity to get more than a foot-hold in a competitor's market.

Permission to cut the established price, some strong copy in the best dailies featuring a rightly worded telegram, and the dealer's partnership which but for the mistake would not have been granted caused over a dozen dealer requests for prices and resulted in nine immediate sales and a friend who had been shoulder to shoulder with them in active merchandising.

#### TAMING "THE CRANKIEST MAN"

"The crankiest man in Texas," salesmen used to call one Galveston dealer. We shipped him a \$500 order when he'd only asked for quotations.

He's still cranky but eats out of our hands between spells, for we wired him, "Five-hundred-dollar order sent you by mistake in response to yours of the twenty-fifth. Please accept on our responsibility. We are wiring fifty for freight and storage. Entirely our error. Draw at sight on us for any further expenses and pardon us for inconvenience caused you." This went at day rate with both the company's and the president's name for good measure.

He never fails to rub the mistake in when he orders and even had a rubber stamp made reading "If you make a mistake on this order write enclosing \$4.68."

"\$4.68" was the cost of our pre-paid wire.

You will note that while he rubs it in that he orders. We featured his rubber stamp and his photograph in our house magazine and he wrote in kicking about it but asking for a dozen extra copies "since we'd gone and done it."

Then there's another angle of the mistake as an asset. Out of the open comes a red-hot letter from a customer who had asked for rush service and which you thought you'd given. While investigation seems to show that goods were shipped promptly there is a chance where error might have crept in. You burn the wires borrowing stock from some jobber in his territory, express goods you'd naturally send by freight, prepay everything and finally tell him what you've done by a thousand-mile distance call.

A few days later your mail contains a most abject apology—your original shipment had reached him sooner than expected and some blockhead had stored the goods without reporting to the contract department.

Who owns that account for life, you or any competitor?

#### DANGER OF CUT AND DRIED ROUTINE

Every month some firms are losing their hold with customers by incorrect statements and invoices, simply because the accounting end of the business handles these in a credit-and-collection, cut-and-dried manner. The very, very few firms who have cases of this type turned over to the sales department capitalize the mistakes by making a natural introduction for some line not previously bought. How easily such a letter reads, "Just to show that we are sorry to cause you an unnecessary letter you find a dozen packages of 'Mendol,' the flexible rivet, in your next shipment, and marked 'gratis' on the bill."

Possibly this will lead to your making a tidy profit in the next year for they're being ordered in case lots and "repeats at that."

The kind of firm that I've always found the hardest to sell is the big one whose head super-

intends its buying. No salesman can get at him without offense, your letters are referred to the P. A. and the P. A. doesn't dare shift because he hates to spring a new and higher-priced line on the boss.

The only man who can handle such a concern is an equally important official. Unless there is valid reason said high official will not take a chance on his dignity by intruding where he is not asked.

I'll confess to staging a stunt that might well have left an opening for a "sales manager with experience." Out of sheer desperation when I'd trotted out all my pet schemes to get across and seen them beaten to a pulp, I balled up a mess by sending goods that had never been thought of, let alone ordered, wrote the wrong kind of a letter and got back something that only our president should be allowed to read.

Confession No. 2 is that aforementioned president saw through my very raw work and put me through the third degree when I looked guilty on "the once over and the up and down."

To turn to the last page it was a valid excuse for a conference of ranking officers of the two companies and now the other fellows can batter on the door.

The best vacation I ever spent was in the Ozarks where I had friends galore that I'd never met face to face all because of a salesman who couldn't take an order straight if you wrote it in his book.

After all what's a mistake between friends when properly and promptly adjusted? The buyer may not be your friend when you make the error but it's your fault if he isn't before you get through.

Make mistakes pay a profit!

#### Consolidation of Trade Papers

The Francis Publishing Company, of Chicago, which publishes *Rock Products* and other trade journals, has taken over the *Dealers' Building Material Record*, of Chicago, one of the Radford group of trade journals. The two papers will be consolidated into a semi-monthly journal to be issued under the name of *Building Materials*.

An indorse-  
ment by the  
great publish-  
ers and the  
greater public



*—about some stories  
that appeared first  
in the Associated  
Sunday Magazines.*



Note these best sellers, pictured above, from left to right:  
 Reminiscences of a Ranchman - Edgar Beecher Bronson  
 The Money Moon - Jeffery Farnol  
 The Bolted Door - George Gibbs  
 The Car of Destiny - C. N. and A. M. Williamson  
 Elusive Isabel - Jacques Futrelle  
 Sir Nigel - A. Conan Doyle  
 The Last Barton - Philip Wylie  
 The House in the Water - Charles G. D. Roberts  
 Shorty McCabe - Sewell Ford

The Garden of Indra - Michael White  
 Red Fox - Charles G. D. Roberts  
 The Red Symbol - Irvin S. Cobb  
 Side-Stepping with Shorty - Sewell Ford  
 Neighbors Unknown - Charles G. D. Roberts  
 In Closed Territory - Edgar Beecher Bronson  
 The Encounters of the Silences - Charles G. D. Roberts  
 The Shantytown Lawyer - Louis Untermeyer  
 The Ring and the Man - Cyrus Townsend Brady  
 Captains Three - Norman Mailer

## What's the test of a good story? Readers!

It's safe to say that a story which sells big is better than the usual run; at least, it's likely to be different.

Here is a shelf full of books which have been pronounced more than ordinarily good.

The fact that we selected these stories and gave them 1,400,000+ readers stamped the stories as good in the first place. We knew it—our readers knew it.

And then—

These leading publishers put their imprint on the stories and published them in

PRINTERS' INK



Michael White  
G. D. Roberts  
Irvin S. Cobb  
Sewell Ford  
H. G. Wells  
Beatrix Potter  
Louis Untermeyer  
Townsend Harris  
Norman Mailer

The Fortune of Gold  
The Master of Mysteries  
The Sovereign Power  
An American Baby Abroad  
Her Work of Honor  
No Other Way  
Several of Previous Affairs  
Tried Out Toughy  
Sister Charles Andy Bill  
A Set of the Immortals

Philip Verrill Mighels  
Alan Braghampion  
Mark Lee Luther  
Mrs. C. N. Crewdson  
Edgar A. Seavey  
Gordon H. Ladd  
May Futrelle  
Charles Major  
Louis Tracy

The Forbidden Way  
The Crown of Individuality  
A Captain Unafraid  
Find the Woman  
Torch  
Gordon H. Ladd  
Sister Keys to Baldpate  
The Statue  
The Diva's Ruby  
The Lost World  
The Great Secret

George Gibbs  
William George Jordan  
Horace H. Smith  
Gelett Burgess  
Sewell Ford  
Earl Derr Biggers  
Philippa and Bennett  
F. Marion Crawford  
A. Conan Doyle  
E. Phillips Oppenheim

book form. The books became best sellers ; they sold well and were popular.

That put the publishers' O. K. on the editorial policy of the Associated Sunday Magazines—the policy that selects clean fiction, and lots of it, for family reading.

It showed that the literary standards of the Associated Sunday Magazines are on a par with the requirements of the best publishers. It showed too that the 1,400,000+ readers of the Associated Sunday Magazines are typical of the best reading public.

This row of popular books is an eloquent indication of the readability of Associated Sunday Magazines fiction ; for there is little doubt that a story which sells extensively in book form will be

read just as eagerly when it first appears as a serial.

The Associated Sunday Magazines is pre-eminently readable. It is read every week by most members of the 1,400,000+ families to which it goes. The schedule for 1914, including novels by Earl Derr Biggers, Harold MacGrath, the Williamsons, and Louis Joseph Vance, more than sustains this reputation for clean, interesting, readable fiction.

To the advertiser there is a positive value in association with a magazine which, more than any other, reaches the interior of the home and is prized for its high-grade reading matter.

You will find Associated Sunday Magazines serials published afterward in book form by some one of the country's leading publishers, including:

Doubleday, Page & Co.  
A. C. McClurg & Co.  
Appleton  
Clode

Bobbs-Merrill  
Mitchell Kennerley  
Harpers  
Macmillan Co.

Little, Brown & Co.  
Dodd, Mead & Co.  
Duffield  
Scribner

## Associated Sunday Magazines Incorporated

I MADISON AVENUE, NEW YORK CITY  
Record-Herald Building, Chicago, Ill.

Published co-operatively and simultaneously by and as a part of the Sunday editions of the

New-York Tribune  
Philadelphia Press  
Washington Star  
Buffalo Courier

Chicago Record-Herald  
Pittsburgh Post  
Minneapolis Journal  
Detroit Tribune

St. Louis Republic  
Boston Post  
Rocky Mountain News  
Baltimore Sun

## How Starrett Analyzed Its Market

Conditions Which Pointed to Supplementing Technical-Paper Advertising with National Campaign—Fitting the Medium to the Market—Value of Technical Endorsement in Marketing Product

By F. E. Wing

Treas., The L. S. Starrett Co., Athol, Mass.

INTERESTED in our recent announcement in *Hardware Age* regarding launching a national campaign to supplement our technical-paper efforts, the editor of PRINTERS' INK has asked the writer for the facts; especially those dealing with the trade conditions and problems surrounding the campaign and what it was that caused us to advertise such a seemingly ultra-technical product as Starrett tools in mediums of general circulation.

This I will gladly do with the thought in mind that our experience might be of more assistance to other technical product advertisers confronted with problems similar to ours.

Strange as it may seem our decision to add magazines of national circulation to our list of technical publications is largely due to the changing attitude of the technical publication toward its subscription list. Back in the early days of the company's history, when Mr. Starrett was striving to educate a skeptical technical public to the use of the Starrett Combination Square, the first Starrett tool, technical papers had a wide circulation among the men in the shop. Machinists, en-

gineers, toolmakers, lathe hands, and others who bought precision tools read the *American Machinist* and *Machinery* because it was edited for them. Unfortunately for us, however, tools such as we were selling were about all that these mechanics bought in the technical line, the rest of the shop equipment was furnished by the shop and bought through the superintendent or shop manager.

To meet the demand of advertisers for circulation of greater buying power, it was only natural that the editorial contents of the technical press underwent a gradual revolution, attracting the superintendents and works managers who signed the requisitions on the purchasing department and gradually eliminating the "man in the overalls."

When we began to feel the need of reaching the man in the shop to educate him in the use of new Starrett tools which were being

**Standard for Accuracy**

The tools used by high-priced men to lay out and measure fine work must be reliable and efficient. Long service and perfect results have always given good mechanics absolute confidence in

**Starrett Tools**

*The Standard Instruments of Precision*

For every kind of work in the machine shop laying out, measuring, and inspecting—there is a Starrett Tool suited.

There are other Starrett Tools for carpenters, engineers, draftsmen, chiselers, and for the man at home.

Our big, new 220-page catalog No. 20-S.A., describes over 2100 styles and sizes and will be sent free on request.

Starrett Tools are sold at all good hardware stores.

**The L.S. Starrett Co.**  
*The World's Greatest Toolmakers*  
Athol, Mass

A NEW ADVERTISER'S COPY THAT IS APPEARING IN THE SUNDAY MAGAZINES

continually brought out, we looked about for some supplement to our technical-paper advertising, which was fast becoming inadequate because aimed at the shop manager more than at the machinist.

#### SEARCHING FOR A WAY OUT

The need for such a supplement hinged on the attitude of the average hardware dealer toward stocking any product for which he

square by looking at it. He also knew that most machinist's kits included a solid square and so they would not be very apt to come to him and give him the chance of selling the new device. Therefore he could see no need of investing his hard-earned cash in a stock of tools which it seemed he would have on his hands for the rest of his natural life.

"Bring the buyer into our store and we will stock your squares" was what the dealers told Mr. Starrett, and he did. By personal missionary work he went out and educated the mechanics of different localities to use his square, and one square in a shop soon meant every man would want one. Later, as his proposition grew he

fell back on circulars, and in turn the technical press, until to-day there is a saying among machinists that "given a combination square, a monkey wrench and a hammer a man can work his way around the world."

But while the combination square had been standardized through technical-paper advertising and the merit of the tool itself, the means by which this had been accomplished is no longer available for the new tools being constantly brought out. Yet these tools are confronted by the identical problem confronting Mr. Starrett's combination square back in 1880.

#### WHAT AN INVESTIGATION SHOWED

So it was decided to make an investigation into the distribution and attitude of the man in the shop toward our product with a view of a consumer campaign. This investigation, which was made by Mr. Dow and Mr. Horn of the Walter B. Snow agency, confirmed our belief that Starrett tools were endorsed by the men in the shop, and dealers in almost every instance testified to the popularity of our tools among all



ATTRACTIVE AND SIMPLE COPY FOR DEALERS

feels no demand exists. This had always been a serious problem in marketing Starrett tools, as I suppose it is in all technical products. It is not always possible for us to go to the hardware dealer, as can the manufacturer of edged tools such as planes, saws or chisels, and get this distribution on the strength of consumer advertising. Such tools require no educational work to introduce. There is a continuous and even demand for planes; every householder requires them as well as many other non-technical consumers. But with precision tools it is a different matter. Such tools require a strictly mechanical explanation and introduction and in the bulk are sold to machinists and toolmakers who are slow to adopt new tools with which they are not familiar by actual use or demonstration.

For instance, when Mr. Starrett first introduced his new combination square—a tool which did all the work of an ordinary solid square and had numberless added advantages—he was immediately confronted by this problem: The hardware dealer knew that few machinists would appreciate the

classes of buyers who came into personal contact with them. This preference was traced back to years of continuous advertising in such publications as the *American Machinist*, *Machinery*, *Scientific American*, *Iron Age*, *Metal Worker*, *Power*, *American Carpenter and Builder*, *Popular Mechanics*, *Building Age*, *Southern Machinery*, *Wood Craft*, *Wood Worker*, *Practical Engineer*, *National Engineer*, *Modern Electrics* and *Mechanics*, *National Builder*, and

of what we were giving them in the way of extensive and substantial selling help.

Very few of them, for instance, had any idea that we were advertising in sixteen technical and semi-technical papers simply to send buyers into their stores. Seldom could our investigators find a man who fully comprehended the extensiveness of our sales service. *We had overlooked backing our technical consumer advertising up with the right kind of*

**Tools That Every Man Needs**

Every man likes to work with tools, whether he earns his living with them or not. Many of our tools are useful, not only to the skilled mechanic, but to the man who works about his home on conveniences, or his own inventions. Take for instance work on furniture and fine wood work — the

## STARRETT SCRAPER

will put a smooth, satiny finish on any kind of wood. Ball and socket handle connections permit work in corners and narrow places. The blades are sharpened on four sides giving eight cutting edges. Slip-on handle permits instant change from edge to edge and gives perfect protection. Send for big, new free catalog No. 20 A. P., describing the other Starrett tools for various purposes.

Our tools are sold at all good hardware stores.

**THE L. S. STARRETT CO.**  
World's Greatest Toolmakers  
ATHOL, MASS.

42-258.

COPY THAT HAS BEEN USED TO APPEAL TO MEN WHOSE HOBBY IS TOOLS

others. It was remarkable proof of the power of the right kind of technical advertising backed up by a product of superior merit.

But in our efforts to build prestige and create demand for our dealers, the investigation showed that we had overlooked a big opportunity to build undying dealer good-will. We found that comparatively few dealers fully appreciated what we were doing in their behalf. They liked our line and believed in it; they realized that it was a profitable line; they knew people came in and asked for Starrett tools and that Starrett tools gave satisfaction, but in most cases they had no conception

copy in the hardware trade press.

Our investigation convinced us of two things: the need of taking immediate steps to drive home the superior sales service we were giving the trade, and finding mediums reaching the consuming machinist with the lowest possible waste, to supplement our present technical advertising. In order to put our proposition before the dealer, we decided on a sixteen-page insert in *Hardware Age*. We believed that the average trade-paper reader sizes up the importance of a proposition by the amount of space used to exploit it, so we planned that the impression would be a fitting one.

## Starrett Sales Service

*An Analysis of the Assistance Given to Dealers by the L. S. Starrett Co.*

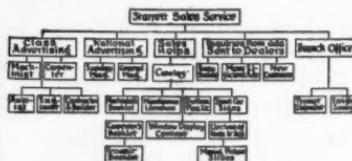
To reach and maintain our position of "The World's Greatest Tool Makers," we have always followed the policy of helping the dealer sell Starrett tools for we believe that the sale is not complete until the tools reach the consumer—a class made up largely of mechanics.

In order that dealers everywhere may realize to what extent we co-operate with them, we offer this analysis of our sales-aid service.

Part of this service—advertising—is directed to the mechanic. It tells him to go to the local dealer but asks nothing from the dealer more than to carry a stock of Starrett tools.

Other parts of our service—sales helps—are most effective only when the dealer cooperates with us to distribute the booklets, catalogs, etc., and display the signs and decorations which we supply without cost.

If any dealer is not now getting fullest benefit from our sales-aid service, we should like to hear from him.



Don't Fail to Read the Next Fifteen Pages

**The L. S. Starrett Company**  
THE WORLD'S GREATEST TOOL MAKERS

Athol, Massachusetts

NEW YORK

LONDON

CHICAGO

INTERESTING ANALYSIS OF COMPANY'S SERVICE AS  
PUBLISHED IN 16-PAGE HARDWARE PAPER AD

This insert went into full details about the Starrett Sales Service. On the first page we showed a chart giving a sort of bird's-eye view of the whole proposition. Then followed details about our technical advertising to create business for the dealer with illustrations of copy we were using. In describing the copy we especially laid stress on the Starrett policy of *showing the tool in action*, and getting a certain amount of shop atmosphere into the copy. A page was also devoted to our trade helps, and another to our street-car advertising co-operation and a little attention was given to the personal make-up of our selling force which we claim the dealer should find his most valuable selling aid. The features of the insert, however,

were our window-display contest, in which we offered a \$100 prize for the best window display of mechanics' tools and the announcement of our national campaign.

### CHOOSING THE MEDIUMS

This campaign was made possible through the development of the Sunday magazine sections of the newspapers. Before the advent of this class of medium it was out of the question to use consumer mediums. The Sunday magazines reach the big cities where we have complete distribution and where the bulk of the men who buy our tools reside. Therefore this medium offers comparatively little waste, and what little there is we hope to offset by a line of non-technical tools such as scrapers and the like, which will find a market among the home-owners and amateur mechanics. Through this advertising we will reach all classes of buyers. We will standardize the name of our tools so whenever anyone in any walk of life needs precision tools he will immediately think of Starrett tools, just as one thinks of Ostermoor mattresses or President suspenders.

At the same time we do not propose to let up on our work in the technical field. Our market analysis shows that there is a growing tendency on the part of the more progressive shops to furnish the men with standards from the shop tool-room. That is to say, instead of trusting to the ordinary equipment of the workman to make the part accurate, he can go to the shop's tool-room and secure an expensive gauge or measuring tool which will make it

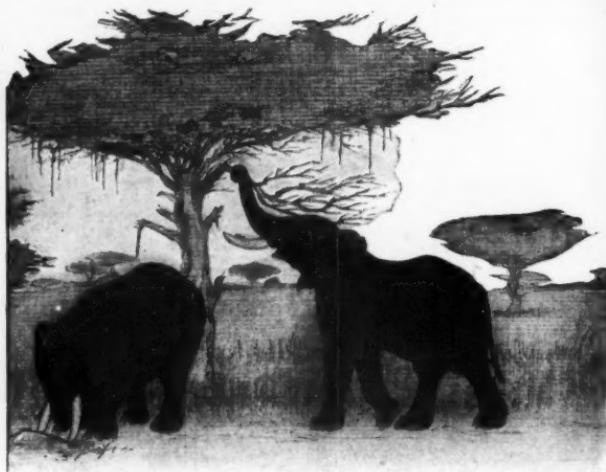
## Suppose you buy us instead of our selling you.

A man who will look over the field carefully before placing an order for building or machinery, will yet select an advertising agent for the most trivial and illogical reasons. Instead of *buying*, as is his wont, he is *sold*—in more senses than one.

The correct conduct of your advertising campaign is more important to you than it is to anybody else, and to just that extent it will pay you to take some trouble in finding out who's who and why.

---

F. Wallis Armstrong Company  
Philadelphia



## How would you like to be mauled by an elephant?

To know just how such an experience affects one, you must read about Captain Hutchin's marvelous escape from death in March St. Nicholas. Here is real adventure!

If you will read all this March number (*of course* you will like it) you will understand

- (1) Why our circulation figures are getting larger,  
and
- (2) Why our advertising friends are "more than  
watching" St. Nicholas.

Have you a St. Nicholas reader in your home? If so, you can understand why the Newark Librarians are crying for more St. Nicholases though they have 161 bound volumes for circulation as well as current copies!

I wonder who it is that consumes the most food and wearing apparel in most homes, if not the romping youngsters?

Perhaps as a nation we are too lenient with our children. Whether it is proper or not, they certainly have a lot to say about what they will eat and wear, and you know it as well as I do.

Advertise in St. Nicholas and reach the heart of a powerful purchasing power.

**DON M. PARKER**

Advertising Manager

possible to work with the maximum accuracy and make it possible for the shop to turn out work of a higher quality. These tools are of course bought by the shop management, so the technical press offers us a valuable avenue in making sure these tools are our tools.

And we propose to drive home to the dealer through the trade press what we are doing in both technical and general consumer mediums, so that he will never have any haziness in the future as to what we are doing for him nor will we allow him to get the common idea that many dealers have that a manufacturer who advertises is trying to build up a mail-order proposition. We believe that the use of all these classes of mediums, each carrying its burden of the total plan, is the most effective way of standardizing a product like ours and insuring it retaining its present leading position.

#### Wants to Know how Cities Advertise

The publicity committee, for the movement to give Philadelphia publicity, last week sent out letters in quest of information regarding the publicity methods of various municipalities. Letters were sent to seventy-seven American cities, seven cities in Canada, also to London, Liverpool, Belfast, Manchester, Dublin, Edinburgh and Glasgow.

The publicity committee is formed of representatives of various organizations that want to help advertise Philadelphia in other communities. E. J. Berlet, of Maxwell & Berlet, is chairman.

#### Rubber Sales Caused by the Storm

Commenting upon the statement of the *Boston News Bureau* that the heavy snowstorm of the second week of February meant a net profit to the United States Rubber Company of \$1,000,000, the *India Rubber World* says:

"As the part of the country affected is the more populous part, it is safe to say that over half the population, or probably 50,000,000 people, were put in a situation where rubber footwear was eminently desirable; and it is a safe venture to estimate that at least 20 per cent of that 50,000,000 people bought a new pair of rubbers. That would make 10,000,000 pairs. And as the snow in most places was of unusual depth it may

be stated that an exceptionally large number of arctics, gaiters and boots passed over the counter. So that the average amount of money spent for these rubbers would doubtless be at least \$1.50, making \$15,000,000.

"It probably would be well within the bounds of reason to assume that the manufacturers make ten per cent, on an average, on their sales; which would give the manufacturers a profit on that one storm of \$1,500,000. Just what proportion of this sum went into the till of any particular company it would be difficult to ascertain to a nicety, but it is undoubtedly safe to say that over 50 per cent of it went into the coffers of the big corporation. So that the financial writers who estimated that that storm meant a net profit of \$1,000,000 to the United States Company were probably not very far wide of the mark."

#### A Frank Russian Ad

From the St. Petersburg, Russia, *Otologoloski* (whatever that is!)—"The reason why I have heretofore been able to sell my goods so much lower than anybody else is that I am a bachelor and do not need to make a profit for the maintenance of a wife and children. It is now my duty to inform the public that this advantage will shortly be withdrawn from them, as I am about to be married. They will, therefore, do well to make their purchases at once at the old rate."

#### Substitute for Lath and Plaster Advertised

The Bestwall Manufacturing Company of Chicago is using newspapers to advertise "Bestwall," a patented substitute for lath and plaster, which is claimed will not warp, shrink, chip, crack and is fireproof. The advertisements are illustrated with drawings showing a carpenter applying "Bestwall" around a furnace. Other drawings show the interiors of homes finished with this house lining.

#### Forty Cent Humidor Appears

The American Tobacco Company is taking page space in trade papers to announce a new deal on Tuxedo tobacco. The deal centers around a tin humidor which filled with Tuxedo sells for forty cents. It is of lithographed tin in the standard Tuxedo green, white and gold colors. When emptied the can is suitable for use as a cigar container.

#### Newspaper and Car Copy Work Together

The Olympia Brewing Company of Spokane, Wash., is using the newspapers to reinforce its street car copy. The card that appears in the street cars is reproduced in the newspapers under the phrase "Did You See This in the Street Cars?" In this way each medium is used to help the other.

## Considerations for the Use of Color

Suggestions Out of the Experience of P. & F. Corbin—Some Valuable Aids in Adopting Color Advertising Successfully—Nowhere Else Is Careful Execution More Important

By J. B. Comstock  
Of P. & F. Corbin (Locks, etc.), New Britain, Conn.

**T**HE possibilities of color printing greatly extend the field of the advertising man's efforts and open up a new series of problems.

When working in black and white he plans his matter so that it shall be optically correct and with a proper balance to ensure a quick comprehension of the point he wishes to make. The correct proportions of cut and text, harmony between type and subject and type and illustration, the width and style of a border are the mechanical features which most interest him. But the use of color not only brings into play new questions of harmony and attractiveness, but they affect the old ones by changing the relations among the various factors.

A title, for instance, if printed in vivid colors near a cut, would naturally require a smaller type than if in black, in order to preserve the proper balance and not kill the illustration. Color even makes it impossible to use at times illustrations otherwise desirable, if the natural colors of the objects shown are inharmonious or displeasing. Color is one of the most valuable aids to proper display when rightly used, and one of the easiest means for giving a fictitious strength to a weak piece of copy. It will add charm to a book cover, and may make the inside look weak and ineffective by contrast. It is a good thing to use, and like other things the advertising man has to work with, requires skill to get the proper returns.

A recent address before the Charter Oak Ad Club, Hartford, Conn.

One of the greatest drawbacks to the use of color is the scarcity of good color artists. With all due respect to my good friends among the artistic fraternity, I hazard the statement that a first-class black and white artist is rarely as good in colors, any more than a specialist on mechanical subjects is good at drawing the human figure. I rather think that the method of getting proper values of contrast with black requires so much more delicate a treatment than where variations in color are used, as well as high lights and shadows, that the artist cultivates too delicate a touch and his color work grows weak. Good color work for the ad man's use requires boldness in its execution. Even if delicate shades are employed, they must be handled with a positive touch and a definiteness of treatment that can be given only when the artist has color first in mind and bends his conception to fit the colors used and the black-and-white man is too apt to lay greatest stress on form at the expense of color. Fortunate is the ad man who can find the artist who can strike a happy medium and give the requisite truth in detail with the proper treatment in pigment.

### DIFFICULTY OF EXECUTING COLOR DRAWINGS

One other trouble I have encountered is the difficulty in getting reproductions in printers' ink that have the same color effect as the artists' drawings. This has occurred most frequently in cover designs, in instances where the artist worked independently of the printer, but in one recent case three colored sketches were submitted by printers, two of whom admitted that they could not guarantee to give just the same effect in printers' ink, and in another a serious disappointment resulted because the cruder tints of the printed sheet were a parody on the finely-balanced color scheme of the sketch the printer's artist supplied.

One of the errors most frequently made is to disregard the harmony of a book cover with the



### *From Japan*

"Having watched with interest the trouble and expense you have taken to produce in periodical literature an artistic and effective medium of expressing public opinion, and regarding the result as a triumph of American journalism, illustrative of the potency of plain speech and intellectual acumen, I venture to send you this unsolicited expression of opinion."\*

# Collier's

*The National Weekly*

A. C. G. HAMMESFAHR  
Advertising Manager

\*From J. Ingrams Tryon, Editor of *Japan Magazine*, Tokyo, Japan

*"I believe that the closer an advertiser is able to analyze the quality and characteristics of circulation, the more apt he will be to secure adequate returns from his advertising investments; and that one subscriber who takes a paper and pays for it because he wants it, and who reasonably expects to read it closely and regularly, is worth five subscribers who have little interest and less faith in the publication which they may have been induced to subscribe for through the offering of a premium claimed to be worth the price of subscription."*

G. B. Sharpe, *De Laval Separator Co.*

THERE has never been any question as to how the circulation of **SCIENTIFIC AMERICAN** is obtained, nor is there any doubt that its subscribers read it closely. The editorial note of the publication determines that—as it does their interest and faith.

15,000 letters received from subscribers by the editorial department, plus investigations made by advertisers who analyze circulation before buying space, make possible accurate judgment as to the quality and characteristics of our readers.

The increasing patronage of advertisers whose business is placed on this basis, indicates that it is as profitable to them as for us.

We esteem it a privilege to answer questions—and to show proof.

ALLAN C. HOFFMAN  
*Advertising Manager*

**SCIENTIFIC AMERICAN**

361 Broadway, New York

Peoples Gas Bldg., Chicago

inside. There is a distinct shock or feeling of disappointment if the promise of the outside is not borne out by the interior of a book, and it seems to me a mistake to use all the charm of varied tints on the outside alone. I like the book that leaves my hands to attract favor on sight, so that if upside down or wrong side to, the one who sees it is pleasantly affected and feels an impulse to examination; then I want the first impression to be held while the leaves are turned—not a new impression, even if it be just as pleasant, but a continuation of the same feeling as a background for the ideas gleaned from the contents, so that there is a sense of satisfaction or of a definite result gained from even a hasty perusal.

It does not require an elaborate color scheme to effect this end. In fact, with the present trend toward simplicity, an elaborately designed cover seems unnecessary or out of place, and two colors—one of the paper and another of the ink—will very often give all the effect desired.

#### WHAT HE HAS LEARNED TO AVOID

There are some things a person learns to avoid. One of them is the attempt to gain a good white color printed on a dark paper. I know it can be done for I have had it done, but it is one of those things which are not worth the while. I remember at one time being fooled by an artist's sketch and a printer's promise into attempting a cover on which an absolutely white white was essential, and of getting it after printing a silver bronze as a foundation, with two impressions of cover white over it, but it did not pay for the trouble. I have also learned to avoid a deep tint from a solid plate or to accept with what resignation I can some variations in color and the presence of spots on the surface I would fain see without a blemish, as well as a tendency to show the marks of handling. Now, if I want an unbroken surface of a single color, except in a light tint background, I find it in the paper or I try something else.

I like a little gold in a cover. I like it in conjunction with blues and greens which are found in printing inks, but not in the color of paper. I have found that a very desirable effect can be obtained by printing the design with gold on a smooth paper, and then submitting it to the process of "roughing," so that the color reflects and catches the eye no matter at what angle the paper is held, instead of being either brilliant or dull, according to the position with regard to the light.

Recent developments in printing have greatly extended the possibilities of color.

Offset presses are bringing into use a new class of papers for delicate shades of color and giving the ad man finely vigneted color cuts on bond or linen paper. Duotone inks, though their use has been greatly abused, have permitted a variation from plain black and white, with little thought or expense. Ben Day screens also are a valuable aid to artistic combinations of color, affording several degrees of the same color with a single printing. The half-tone and process printing have done wonderful things for the user of colored printing, and permit the reproduction of objects with a marvelous fidelity to the original. And last development of all, there is now being brought to us from Germany and France new flat effects in color, which are to the fine American work what cubists' art is to nature—and yet which have a decided charm.

We all like color. It is to the sight what music is to speech, or perfume among odors. We turn to it instinctively and are attracted or repelled by it, often without being able to tell why. The choice of it is often made because of a sensation or feeling, for which we can give no intelligent reason. It is one of the things we must employ and we are to be congratulated if we can feel that we have always done so wisely.

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S. F. Scotson-Clark, formerly with Cassell & Co., Ltd., McCaw, Stevenson & Orr, Ltd., and S. H. Benson, Ltd., all of London, is now in charge of the art department of the Cheltenham Advertising Service, New York.

## Ford Company's Plea for Fixed Resale Prices

**Spokesman before House Committee Asks that Old Common Law Be Revived—Policies of Other Well-Known Concerns Described by Representatives—Progress of Government Investigation**

MEN representing several concerns doing work in the national field have been giving their views and describing their sales policies in the continued hearings being held by the Committee on the Judiciary of the House of Representatives. These hearings are resolving themselves virtually into a Government investigation of price-maintenance, and of advertising and selling methods generally.

The members of the committee showed particular interest in what the representatives of the Ford Motor Company, the Hamilton Watch Company, and F. Kirstein Sons had to say.

Alfred Lucking, of Detroit, Mich., appearing as the representative of the Ford Motor Company, said in part: "We advocate an affirmative declaration in the law of the right of the individual manufacturer to stipulate with his dealers as to the resale price of his product, provided, always, that there be no monopoly of the class of goods in question, no combination of manufacturers, and free and open competition. It is on account of the recent decision of the Supreme Court—a divided court—that we ask to have restored the common law upon that subject and the common practice for centuries.

"The Ford company may, we think, come with good grace to Congress on this subject because it is well known that for many years this company, when it was much smaller and weaker than it is to-day, fought single-handed and alone at great expense against an attempted monopoly of the automobile business, rejected all offers of combination and peaceful profit, and won a great and lasting victory for open competition in

that business, and that as a result of that fight and of the company's constant and persistent progress toward mechanical improvement and the giving of better value to the purchaser and its annual reductions in prices the whole country has benefited in lower prices and better values.

### FORD SUBSTITUTES AGENTS FOR DEALERS

"The Ford company until last October marketed its products through independent dealers. It now markets through agents. The large companies can do that, but the small ones cannot. From the beginning of its business Ford cars have been sold at a uniform price to everybody alike. I may say that under the strict construction of that rule one of the early stockholders, who undertook to favor a friend, was compelled to pay the difference out of his own pocket. It has been our policy not only to treat the public alike, but to treat the dealers fairly and equally and not allow them to cut into each other's territory or to get advantage by selling surreptitiously to price-cutters who would ship into the territory of other dealers at somewhat reduced prices, thus injuring the business of the dealers.

"In the automobile business the thing of prime importance to the purchaser is continuous, reliable service. This and this alone will satisfy the customer and therefore this service is absolutely essential to the maintenance of a successful and enlarging business. No method of providing this is known except by contract requirements of the dealer, and in order to get it he must be protected in his territory and a reasonable return must be secured to him. We submit that there is no public good to be served by compelling competition among dealers in the same article produced by one manufacturer where there is unlimited competition in the same line. Where there is abundant competition, too high prices are self corrected. Proposed restrictions only serve to compel the manufacturer to deal directly with the pub-

**J. A. Richards & Staff**

(incorporated)  
Tribune Building New York  
Cable Address "Richards"  
New York City.

**Individuality in**

Newspapers, Magazines,  
Books and Street Car

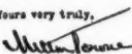
**Advertising**

Mr. W. A. Simmons,  
Woolworth Building,  
New York City.

My dear Mr. Simmons:-

I have read your advertisement in this week's  
Printer's Ink and desire to congratulate you, not only upon  
the fine circulation showing, but on a policy which shows that  
circulation is the way you have. It is all too infrequently  
encountered among trade paper publishers

With kind regards,

Yours very truly,  


Vice-President.

M/T/K

One of the most thorough, if not the most thorough, examinations of the subscription records of any publication was made in December and January last by Arthur Young & Company, Certified Public Accountants of Chicago and New York, for the Standard Stoker Company, of New York City. It included the RAILWAY AGE GAZETTE, Weekly edition; RAILWAY AGE GAZETTE, ENGINEERING & MAINTENANCE EDITION (the third issue of the month of the weekly edition); and the RAILWAY AGE GAZETTE, MECHANICAL EDITION (formerly the American Engineer).

Insofar as we know, this is the first instance wherein the books of any publisher have been examined to the extent that each and every subscription was followed from the stencil through the bindery to the Post Office, to prove delivery; and then through the cash book, to prove receipt of money.

The report does not include our other paper, THE SIGNAL ENGINEER, because the Standard Stoker Company makes nothing that the readers of THE SIGNAL ENGINEER buy. If any responsible person wants to know anything about the circulation of that paper, our books are open for his inspection; or he may send any responsible certified public accountant.

A copy of the audit, in full, will be sent to any advertiser, or advertising agent, on request.

**Simmons-Boardman Publishing Co.**

NEW YORK  
Woolworth Bldg.

CHICAGO  
Transportation Bldg.

CLEVELAND  
Citizens' Bldg.

**ILLINOIS CENTRAL  
SUBURBAN CAR ADVERTISING**

**INLAND ADVERTISING AGENCY**

### Publishers:

If you want more advertising in 1914 you've got to meet your men face to face.

The form letter is a dead one and no one knows it any better than the man on the receiving end.

Meeting your men just after breakfast, makes a bigger hit than a midnight meal, and costs less.

For \$78.75 you can say "Good Morning" twenty-five times a month to Chicago men, who last year spent over \$21,000,000 for advertising space in national mediums.

These gentlemen are connected with the following firms and forty others:

- Lord and Thomas
- Chas. H. Fuller
- Clague Agency
- International Harvester Co.
- Cudahy Packing Co.
- Quaker Oats
- American Radiator Co.
- Channell Chemical Co.
- A. Stein and Co.
- Karpow Furniture Co.
- Wm. Wrigley
- American Schools of Correspondence

If you want to know their names and what they think of

### Illinois Central Suburban Car Advertising

put your local representative in touch with us or write us direct.

## The Inland Advertising Agency

35 S. Dearborn Street Chicago

"Merchandising by Car Advertising"

N. B. If any publisher can show us one-tenth of the business that comes out of Chicago, we'll make him a present of the railroad.

lic at the same fixed prices, cutting out and wiping out large numbers of independent dealers and turning them into dependents and subservient agents and mere salesmen."

### FROM VIEW-POINT OF HAMILTON WATCH COMPANY

Charles F. Miller, President of the Hamilton Watch Company, Lancaster, Pa., said: "If the dealers do not get a fair profit out of our article the consumer is the loser because the dealer who cuts the price cannot give the service that we require every owner of a watch to have. Consequently there is a loss all along the line from the consumer to the dealer to the manufacturer. It has been contended that after an article has been sold the manufacturer no longer has any right to fix the price upon it. We feel that there really is no sale until the article is in the hands of the consumer, because the retailer and jobber are merely distributing agents, and the manufacturer depends for his success upon the good will of the consumer, and to obtain his good will the consumer must be properly cared for, not only now but for years to come. The manufacturer is also interested beyond his original province because the permanent success of his business depends upon future sales, which will be lost if price-cutting is permitted.

"I believe there should not be any quantity price permitted under any consideration and we have never permitted it. We have always sold at one price. We have but one price to the jobber, retailer and consumer and have no quantity or special discount of any nature. The largest dealer who buys 100 or 500 watches pays exactly the same as the man who buys one or five watches. Back of that we stand on our guarantee of service. If everything is not exactly as we represent, we take the watch back because we regard that as our best advertisement. It was not until two years ago that we started to advertise at all. Our business was built up without advertising, and we

are advertising now only as a matter of business insurance."

Henry E. Kirstein appeared as the spokesman for the firm of E. Kirstein Sons Company, of Rochester, N. Y., manufacturers of Shur-on eye-glasses. In the course of his remarks, he said: "Prior to the decision of the Supreme Court in the Sanatogen case we did a substantial, increasing business, as the dealer preferred to buy a line of goods that he knew could not be sold to anyone at a lower price than he sold them at, and was not obliged to meet the ruinous cut-price competition of the department store in his locality. There are a large number of small dealers whom the manufacturer must compel to get a price, as they have not the business ability of the larger merchants to make a charge for their services and feel that the larger dealer will take their business away from them.

"It is most natural for the public to have confidence in an article that has been advertised and for which a demand has been created, and especially now that the magazines guarantee to make good to the public the statements made by an advertiser. This really gives the public a triple guarantee of the article it buys. The present condition does not encourage us to advertise very extensively. We feel that the better known an article is, as proved by the advertisements, the greater the incentive for the dry-goods store and other price-cutters to cut our prices. We have spent hundreds of thousands of dollars in advertising; we have spent in advertising more than anybody else in this line of business. The decision of the court in the Sanatogen case takes away all our liberties so that we cannot stop the dealer from cutting the price. Here is an advertisement of Berg Brothers, in Philadelphia, which says that they sell the genuine \$3 Shur-on gold-filled mounting for \$1.98. These big department stores are selling our goods at a low cut-price so that our regular small dealers refuse to buy our goods any more."

Nicholas Ehrlich, of Brooklyn,

# Pictorial Review

**Look at the Pictorial Review record in the March Advertising Summary—shown in this issue of Printers' Ink.**

**Not only in March, as shown in the Advertising Summary, but likewise in January and February, Pictorial Review showed substantial gains.**

*Lane Block* Inc.

NEW YORK

CHICAGO

BOSTON

an independent tobacco man, appeared to utter a protest against chain-store competition. He said in part: "We sent two letters, with documentary inclosures, to President Wilson, in which we explained the close relationship, by interlocking directorates and other ways, between the American Tobacco Company, the United Cigar Stores Company, the Riker-Hegeleman Drug Stores Company, Liggett Drug Stores Company, etc. We have shown by data the restraint of trade, the injury to small business and the cut-throat competition used as a method to eliminate the small middleman from the tobacco market. The independent manufacturers, although we have only a few of them, pay 30 cents for packing a thousand cigarettes, while the trust pays two cents a thousand, because it employs girls. Price-cutting is the most dangerous weapon in the hands of big business. The price-cutting of the United Cigar Stores Company in New York alone has reduced 10,000 cigar dealers to a minimum, the most of them ruined and many of them having committed suicide. Price-cutting kills reasonable and sane competition. Thus it makes big business supreme in industry, and after it gets through with the independent competitors it reduces the quality and raises the price on its products and the helpless consumer has to pay for it all."

Manager Alvin F. Knoblock, of the Northway Motors Company, of Detroit, outlined his views as follows: "Waste or preventable waste in our industrial and commercial institutions of this country runs into the hundreds of millions of dollars. The automobile industry has wasted a larger sum of money through preventable waste than it has realized in tangible profits. We are not meeting competition from foreign countries in this specific article. For instance, America is importing 70 per cent of its ball bearings, which are made in Germany. Last year, under a limited application of the principles of efficiency we distributed to about 1,500 men \$120,000 over and above their average

wage. At the same time we were able to reduce the price on that product to the consumer of our article."

#### THINKS PRICES WILL TAKE CARE OF THEMSELVES

President William H. Childs, of the American Coal Products Company, 17 Battery Place, New York, said: "I am the president of a middle-sized corporation and have had some 20 years experience. What I mean by a middle-sized corporation is not one of the great organizations and neither one of the smaller organizations, but an organization having a capital of \$15,000,000 and whose business is entirely a commercial business scattered all over the United States. Our thought is that a law formulating an interstate trade commission could be of great advantage to the business interests of the country. I do not think that the price clause ought to be pushed by your committee at all. I think the prices are entirely taken care of by competition. I draw the line on monopoly. The independent competitor makes the prices for the large corporation always. There is no business that I know of that the competitor is not enabled largely to increase his sales by selling below the large producer. The cost of selling has not been given proper consideration. Selling cost varies tremendously with the article. In the selling cost comes all the money spent for advertising, salesmen, the establishment of depots, etc., and there are no two concerns that are alike. It is a part of the exigencies of business to do these things as cheaply and as efficiently as you can, for out of that comes your profit."

#### PROTEST OF THE M'CALL COMPANY

The McCall Company, of New York, manufacturers of patterns, sent its George S. Franklin to Washington to protest against legislation which might invalidate arrangements between the pattern company and its distributors. Mr. Franklin said in part: "Patterns are peculiar. They are like other news which deteriorates very



**A**DVERTISING done with the object of standardizing brand and making permanent and steady sales has been successful even with poor mediums—even with poor copy—but has never been successful without REITERATION AND CONTINUITY.

In the large cities of this country, Street Car cards are seen every day by a LARGER NUMBER OF PEOPLE than any other one form of advertising. They are seen MORE FREQUENTLY during the week or the month, or the year, by these people than any other one form of advertising.

In Street Car cards an advertiser buys volume OF CIRCULATION, REITERATION AND CONTINUITY in a greater degree than is possible elsewhere for the same money.

## Street Railways Advertising Co.

CENTRAL OFFICE  
First National Bank Bldg.  
Chicago

HOME OFFICE  
"Flatiron" Building  
New York

WESTERN OFFICE  
Crocker Building  
San Francisco

# THE NATIONAL CALENDAR



Patented  
Nov. 30, 1909  
Made in Five  
Sizes

Sizes: 14 x 28  
12 x 19 9 x 14  
7 1/2 x 12 5 x 8

Manufactured only by

**MATT PARROTT & SONS COMPANY**  
WATERLOO, IOWA, U. S. A.  
A. J. McDADE, General Sales Agent  
New York Office, 716 New York World Building

"The mental effect of a well-adapted advertisement is manifold. It appeals to the memory. Whatever we read \* \* \* is not printed with the idea that we shall immediately turn to the store, but first of all with the expectation that we keep the content of the advertisement in our memory. It will therefore be the more valuable the more vividly it forces itself on the memory. \* \* \* The pure memory-value is especially important, as according to a well-known psychological law, the pleasure in mere recognition readily attaches itself to the recognized object. \* \* \* In order to produce a strong effect on the memory, the advertisement must be easily apprehensible. \* \* \* We must insist on the further demand that the advertisement make a vivid impression, so that it may influence the memory through its vividness. Size is naturally the most frequent condition for the increase of vividness, but only the relative size is decisive."

—Extracts from *Psychology and Industrial Efficiency*: Hugo Munsterberg: (Houghton Mifflin Co., Boston), Ch. XX, pp. 259-60-61.

Our memories are treacherous at best. We remember but little of what happened around us a half hour ago. Therefore it is most important for the advertiser to be represented on the ground where the contract is signed, the order given, or the merchandise wrapped and delivered. The National is the one advertisement that is at the right place at the right time to stimulate the "pleasure in the recognition which readily attaches itself to the recognized object." The most effective advertising is that which reminds us of a particular article to fill a special want at the time and place where that article is on sale.

The National Calendar is not sold through regular Calendar houses and is not and will not be peddled by agents selling a general line of advertising novelties. Shall be pleased to mail special literature on request.

rapidly. If the merchant is kept up to date on fashions it establishes his store as a fashion center and helps his trade. The patterns are sold largely by means of fashion plates, which are distributed to the merchants and are displayed by them to their customers. The customers, seeing these plates, purchase dry goods or whatever it may be. The manufacturer of patterns could not possibly sell them except in connection with merchants. I think I am correct in saying that there has practically never been a case of a successful establishment of a pattern store where the patterns themselves are sold. The value is too small and it does not draw the trade there. Patterns can only be sold where the illustrations and the extensive advertising has taken place to create the desire for these materials.

"Before the Dr. Miles Medical Company case this business was carried on by contracts between the merchants and the manufacturer of the patterns by which the merchant accepted what I call an exclusive agency and also agreed not to sell the patterns below a certain price. After the Miles Medical Company case it was felt that such an arrangement would perhaps be illegal and a new contract was drawn. These contracts between the McCall Company and the merchants are drawn to extend from one to five years. The new contract provides practically this—that the merchant might sell at any price he chose, he might take on any competing line, but if he did that the McCall Company could not afford to take back his unsold patterns. The merchants are receiving under these contracts information which enables them to sell their goods. It is information they can not get except as they get it from a large concern. This is the arrangement which we want to keep in effect.

"As a general rule the merchant does not care to carry more than one set of fashions and for the reason that the cost of this thing is in distributing fashion plates. We all know that human

nature is such that if a woman comes in and you hand her a dozen fashion plates she will want the dozen, and it will cost the merchant twelve times as much as if he had one fashion plate, and he will not sell twelve times as much dress goods."

### Novel Car-Card "Stunt"

Something particularly original is being run in the street cars in Chicago by the Telektra Piano Player people.

As is well known to advertising men, it is possible when the Telektra equipment is used in connection with a piano for the operator to be on the other side of the room from the piano or in an entirely different room, the connection being by electric wires.

The present Telektra advertising innovation consists of two car cards. One shows a woman at an operating instrument but no piano; and at the bottom of the text there is a line explaining that the piano she is playing is on the opposite side of the car. The second car card run opposite the first shows just a piano and the text explains that this piano would be a silent one in the home were it not for the Telektra playing equipment and the operator who is playing it from the opposite side of the car.

### Making a Territory Map Advertise the Product

The Pyrene Mfg. Company, of New York, which makes Pyrene Fire Extinguishers, is giving a somewhat novel twist in its technical-paper advertisement to the common idea of showing a map of the U. S. indicating branch office cities. The difference lies in naming the large map, which is shown, "The Pyrene Map of U. S." By calling it "The Pyrene Map" this company has broken away from the usual plan and is advertising the name of its product, linking it up to the branch offices.

### "Dr. Best" Butter Trade-Character

The branch of the Beatrice Creamery Company at Denver, Colo., has introduced a new character, known as "Dr. Best," to help advertise Meadow Gold Butter. "Dr. Best" is pictured as a modern individual, pointing with one hand to a package of Meadow Gold Butter and with the other hand to a prescription which reads:—"Eat Plenty of Good Butter."

### W. D. Williams Made Department Manager

The Chicago *Record-Herald* has announced the appointment of Ward D. Williams as manager of the departments devoted to industry, agriculture, and country lands.

## Those Opposed to Price Maintenance Have Their Day in Court

DEPARTMENT stores and other interests opposed to price maintenance have thus far been very meagrely represented in the hearings in progress before the Judiciary Committee of the House at Washington. Almost all the witnesses who have appeared have favored standardized prices and a continuance of manufacturers' existing rights to control the distribution of their goods by means of exclusive agencies. However, several members of the committee very obviously incline to opposition to price fixing and have so indicated by their remarks in the course of the hearings.

Congressman Volstead, of Minnesota, said: "I think the fixing of prices makes possible all this very unnatural situation of producing an article in an out of the way place and supplying the whole country in that way, while if the price were not fixed the competition would force you to build factories in other places, but if you can have an arbitrary price fixed high enough to take care of everything everywhere, of course, there would not be any object, particularly, in having your factories at the places where it would be most economical in the matter of production and distribution.

"A few weeks ago we had a meeting of the Minnesota delegation. We had one of the large wholesale grocers of St. Paul, in fact, the president of the largest wholesale grocery establishment there. He was complaining very bitterly of the fixing of prices. He said that a few years before that over 100,000 bushels of oats had been shipped from his town to Michigan, to be made into oatmeal or something of that sort. He said those oats came back to him in packages with a probable profit of a thousand per cent, more or less, and he said they are sold in St. Paul at the same price at which they are sold on the

Pacific Coast, because the price is fixed. He said that is an outrage and an injustice on the people close to the factory and close to the place where the raw material is produced."

### INDIANA DEALER SPEAKS FOR CONSUMER

James H. McGill, of Valparaiso, Ind., who said that he came to talk for the consumer, was a prominent witness in opposition to price fixing. In the course of his remarks Mr. McGill explained that he is engaged in the manufacture of electrical material (specialties) and mentioned the Western Electric Company as his largest customer. He said in part: "One of the chief arguments used is that manufacturers have spent their money building up the reputation of a trademarked article and establishing the reputation of a trade name, and that if you allow the price to be cut, that the reputation will be taken away from them and rendered valueless. It is true that they have built up that reputation but I fail to know, of my own personal knowledge, where the expense of building it up has not been paid for by the consumer ultimately. It has been my experience that the profit paid for building up this kind of business, and does it as it goes along, and I do not think they have the same right to continue that one would who had made an investment in the ordinary sense of that term.

"I believe, and it has been my experience, that fixing of the price to the consumer by the manufacturer tends to monopoly and tends to keep the fellow who comes after us out, and to make it possible to charge a high price for that particular commodity. You might take the case where a trademarked article is sold below the regular price at a department store, and the argument is that the department store is cutting the price, and is using the adver-

## Yes, Mr. Couzens, it was the January Metropolitan

The Santa Barbara, California, "Morning Press" of February 17, 1914, is authority for the following quotation from a statement by Mr. James Couzens, Treasurer and one of the founders of the Ford Motor Company:

### "How It Came About

 "I think it was in the January Metropolitan that the editor had an article on Socialism. I read the article and agreed with everything except its conclusions. I am a Socialist so far as agreeing with them as to conditions and the rights of labor to greater reward, but I do not accept their remedy. But, after reading this article, I went to the office next morning and said to Mr. Ford:

"Henry, I'll dare you to make \$5 a day the minimum wage."

"You can't dare me by anything like that," he replied. "What about hours?"

"He had previously proposed an eight-hour instead of a nine-hour day, and I told him that I would accept his eight-hour amendment to the \$5 minimum wage scale."

The rest of the story is history. The part which the Metropolitan played in it is not so well known, but Mr. Couzens' statement is a powerful tribute to the growing prestige of "The Livest Magazine in America."

J. MITCHEL THORSEN  
ADVERTISING MANAGER

# METROPOLITAN

*"The Livest Magazine in America"*

tising of the manager for the purpose of luring people into his store so that he can sell them something else that he does not want. It seems to me this is an admission that people can be sold things they do not want, and it is due to the power of suggestion.

#### SIDE LIGHT ON THE POWER OF ADVERTISING

"I have studied advertising a little, as I use it in my business, and the principle of it is to produce a desire, to make men want to buy. The expression 'he sells advertising' is a common trade expression. A man may advertise something which it is claimed is just as good as some staple article on the market. It does not have the full value of the thing it superseded. I do not think you have ever obtained anything better than oatmeal as an article of food and yet by the power of suggestion manufacturers sell many dollars' worth of a substitute for it. Of course we could hardly ask Congress to legislate along the line of protecting the individual, and I merely mention this in rebuttal, so to speak, for the claim which has been made that the other fellow is luring people into the store in order to sell them something and they want you to protect the public against themselves by keeping them out of the store.

"My experience has been—my own experience has not been along what you might call household necessities but other small articles—is that the man with these articles, if he expects to sell them, must carry what, to me, seems to be an exorbitant profit, so that the manufacturer may pay for the advertising in order to arouse the desire for the goods, and all the different parties from the wholesaler to the retailer and then to the consumer must all make a big profit.

"In nearly all businesses we have associations, and they meet at certain stated intervals, and all these men become personally acquainted; given men become acquainted with given men in certain territory, and they talk co-

operation. We used to talk combination, but we had to quit that. Now we talk about co-operation. The manufacturer and the distributor meet and spend a few days together several times a year, and they talk about co-operation and they are co-operating against the consumer in most cases."

Congressman McCov. of New Jersey, here interposed:

"The only people I have heard asking for permission to fix the price, the resale price, are the people who are advertising. In other words, is it not true that the man who wants to fix the price of a watch, for instance, will be able to do so to the disadvantage of somebody else who can not advertise and, according to argument, the other man has to advertise to make price fixing good for anything."

#### ADVERTISING AND COST OF LIVING

Resuming his line of argument Mr. McGill said: "I think the question of price maintenance in relation to the so-called advertised article goes a long way into this question of the high cost of living. I have come to this conclusion by observation, and by what I have seen in my short business life of the change in business. When I went into the electric business twenty-five years ago it was a small business comparatively. There was no price maintenance whatever. We were secretive. The first big house I worked for did not want its salesmen to associate with the salesmen of the other houses, and there was a great rivalry between the men representing these houses. I have lived to see this condition obtain in that business, and I think it is true in every other large business. Three or four times a year the jobbers, at considerable expense, meet in some very good place, it may be Hot Springs or in Niagara Falls, where it is pleasant, and they talk over the situation. I have never been a member of that association, and never attended any of these closed meetings, but I understand the leading jobbers who go to

*(Continued on page 63)*

## DUMMIES AND DISAPPOINTMENTS

Dummies usually possess that quality we call "class" and printed booklets are as often disappointingly shy of it. Why?

Because the dummy-maker is usually a man of taste and the booklet-buyer a man harassed by the bogie Cut-the-cost.

The one selects

## STRATHMORE COVERS AND PAPERS

as an ideal—the other orders substitutes, with the result of losing his precious "class" and getting "just printing."

There's a moral here for Printing Buyers.

Write for the Strathmore Sample Books—an exhibition of quality printing on quality papers. They are free.

**STRATHMORE PAPER CO.**  
*MITTINEAGUE, MASS., U. S. A.*



Printed  
Monthly  
in  
Printers' Ink

# The MAHIN

MARCH 1914

CHICAGO

## Did you get a copy of the January Welch's Magazine?

It not only exhibits remarkably the 1914 advertising campaign for Welch's—The National Drink, but it demonstrates how co-operative work between advertiser and advertising organization can express the individuality of an institution.

There is no general advertiser in the country who will not be interested and very probably benefited by looking over a copy.

We shall be glad to send you one on request, and to hear from you concerning it if you care to write us after receiving it.

This special number of Welch's Magazine shows how we construe the service we promise to customers.

A letter or postal card from you will bring from us at once all or your choice of the following:

**Welch's Magazine for January, 1914**

**Mr. Mahin's "Why the Agency?"**

**Mr. Rankin's "Requisites of a Successful Salesman"**

**Mr. Groth's "The Value of Analysis"**

**Mr. Nesbit's "Human Appeal in Copy"**

# THE MESSENGER

U.S.A. Tenth Floor, MONROE BUILDING

Mahin Service  
Increases  
Sales  
Efficiency

## "In a class by itself in advertising literature"

*Read the following extract from a letter from Mr. Edgar T. Welch, Sales and Advertising Manager of The Welch Grape Juice Company, Westfield, New York.*

"It is not necessary for us to write to say that we are pleased with the January issue of Welch's Magazine. We could not find any serious criticism if we wanted to.

"The first special trade circular which you prepared for us and which was not referred to as 'Welch's Magazine' was good.

"The January, 1912, magazine was a decided improvement and it seemed impossible then to get out anything that would be better for a trade circular, yet you did it in the January, 1913, issue, and did the impossible by turning out a better number in January, 1914.

"No one person could get out such a magazine, but your organization is largely responsible and the magazine has been so shaped up that the final result places it in a class by itself in advertising literature."

Why not phone, telegraph or write when you can call upon us and investigate for yourself the kind of service we are actually rendering to our customers in the use of Newspaper, Magazine, Farm Paper, Trade Paper, Street Car, Outdoor Space and Follow-Up Matter?

Long Distance Phones:  
Randolph 6600, Chicago;  
Murray Hill 2632, New York City.



MAHIN ADVERTISING COMPANY Monroe Building, Chicago  
JOHN LEE MAHIN 42d Street Bldg., New York  
President WM. H. RANKIN WILBUR D. NESBIT H. A. GROTH  
Vice-President Vice-President Secretary

*ref twelve months one year's campaign, will be mailed you upon request.*

# Open to Suggestions

**R. L. Polk & Company are now publishers  
of Trow's New York City Directories and  
invite constructive criticism**

If you are a New Yorker, with the welfare of your City at heart, you are interested in the New York City Directories. A Directory is usually looked upon as a City Catalogue, and as such it should contain a list of everybody and everything in the City, so indexed and classified as to be easily and successfully consulted by everyone.

If you are an occasional visitor in New York, the New York City Directories are of considerable importance to you.

Have you any suggestions as to how the City Directory service of New York can be improved? What information have you sought and not found in the New York Directories heretofore?

This advertisement, which is an announcement of a change in ownership, is an invitation of constructive criticism by the people whom these Directories serve.

The Directory interests of the Trow Directory, Printing and Book-binding Company have been transferred to R. L. Polk & Co., whose ambition is to give New York the best and most complete Directory service in the world.

For nearly fifty years R. L. Polk & Co. have been publishing City, County, State, National and Trade Directories, building their business up constantly on a basis of serving the people. Polk Publications to-day include over 450 Directories, among them being Directories of 20 of the largest Cities of the country.

It requires three Directories at present to provide the same information for Manhattan and the Bronx as is usually grouped in one volume.

**These are known as Trow's  
General Directory  
Classified Directory  
Co-partnership and Corporation  
Directory**

Would New York be better served if these three were combined into one complete Directory?

While the policy of the new Publishers is being formed, they will appreciate and are in a position to give careful consideration to constructive criticism from past and prospective patrons, and from others who at one time and another form part of the 400,000 transients constantly in New York.

## R. L. Polk & Company

**America's Foremost Directory Publishers  
Successors to the Directory Interests of the Trow Company**

Branch Directory Sales Office  
225 Fifth Avenue,  
New York.

Executive Offices  
Directory Building,  
Detroit, Michigan.

Directory Offices  
201 E. 12th Street,  
New York.

*Note: The City Directory Publishers' Trade Mark Insurance Plan, whereby consumers are enabled to easily find dealers who sell nationally advertised articles, is progressing nicely. Are you interested?*

those meetings get up and tell those other jobbers, their competitors, how much it costs them for an order, what percentage is gross, what their gross percentage was on last year's business, and that these big jobbers use these ways to compete with their competitors. As far as I know I guess it is lawful, but the result is that the price stays up to the consumer. This co-operation is a fine thing. You make exorbitant profits on the amount of business done and you tempt a lot of capital into the business which otherwise would not go into it, and the consumer pays for it. I will simply close by saying that I would not allow the manufacturer to fix the resale price. Not only do I believe it is wrong in practice, but it seems to me every man has a right to his own. If the tending toward the fixing of prices obtains it is my belief that trade associations will multiply indefinitely wherein there is no conspiracy, as we usually understand the term, but that 'get-together' principle, and 'let us all do well,' this 'let-us-all-get-ours' talk which will tend to make the consumer pay more than he otherwise would."

#### A PLUMBER'S IDEA OF PRICE MAINTENANCE

Price fixing was condemned, incidentally, in the testimony of John Trainor, of Baltimore, Maryland, who appeared as the representative of the National Association of Master Plumbers. He said in part: "Here is one of our troubles; certain manufacturers and mail-order houses—I will not say conspire—make a business arrangement amongst themselves that they will distribute their goods through certain channels, the mail-order house taking a certain percentage of the manufactured article, with the understanding that the balance of the goods turned out by that concern shall be sold at a certain price to us as contractors and retailers."

Congressman Carlin: "Do they not go further and fix the price at which they shall be sold?"

"They try to tell us about that," replied Mr. Trainor, "but we do not fix the price. We will not tolerate that. We have been in existence for a great many years and we have never tolerated the question of fixing prices. We believe that competition should exist amongst men legitimately engaged in business. If somebody else has less overhead charges and can afford to sell goods at a lower price to consumers than others sell, we believe that he ought to have the right to do so. We object to manufacturers combining with mail-order houses in order to make a distributing agency. We believe in having open competition and if a man bids lower than his competitors he should secure the business.

"The mail-order house should not be permitted, we think, by law to fool people by dishonest and untruthful advertising, and the mail-order house, we think, should not be permitted to enter into an agreement or combination with the manufacturers to give them certain goods, which are always the seconds or the thirds, at such a low price, taking maybe two-thirds the output of that factory, at a price that just keeps the factory running, and they always take the defective goods, and then they should not be permitted to advertise those goods as anything else than what they are.

"I know this situation, if it is any information for you. I know of a patented article and a very useful one. It is a gas water-heater which is practically in every modern house of to-day, and it has a list price—the manufacturer's price—and it can not be bought from anyone else except the people who manufacture it. They give, say, 15 per cent off the list and the article costs \$100 in one city less 15 per cent, and in another city they sell it at no discount. We do not think that is right. My own judgment is that in one territory there was a great demand and there, when they knew that architects and everybody recommended them, they sold at list price. In territories where they were not so popular,

where they had to keep men working up the territory, they had added expense, and there they sold at a discount, but they put that in with the expense so as to get them introduced, and get the public generally to know of the advantages of the heater, afterwards intending to put the price up."

MEMBER OF THE HOUSE GIVES HIS  
VIEWS

Congressman Floyd, who at all sessions has given an impression of opposition to price fixing, said: "I was told by a reputable jeweler before the recent Supreme Court decision that the wholesalers not only fixed the price to the jobber, but fixed the price to the retailer—that is, the price at which he must sell in the market, and that if he violated that agreement the result was that he could not buy another watch in the United States. He showed me a card that was sent out by the manufacturers who fixed these prices, the retail prices, and they offered a reward of \$10 to any person who would furnish them reliable information as to any of their customers who had been guilty of fixing their own prices. He said to me: 'I buy these watches and pay my own money for them, but if I decide to go to a larger town and want to dispose of this stock and should dispose of it to my neighbors, who have been my customers for years, at prices which are not set by these establishments, I could not buy another watch in the United States.'

"I would not object to any man selling at any price as far as he himself is concerned; but what I object to is any company, any individual or any association trying to control the price of an article after the ownership of it has passed into other hands. I do not think it is any of their business. We are making laws and laws should be general. The man who handles patented goods has a special privilege against every other dealer in the nature of a monopoly. He already has a monopoly in law to manufacture that particular commodity and now it is desired to give him

an additional privilege. Why give those men who are already given a special privilege over the man who has not those privileges in law, why give them additional privileges? Those men have already certain exclusive privileges by reason of patents and trademarks. What right has any man, after he sells an article to another man and receives the money for it, to control the price of that article in the hands of the man who bought it? If we are going to have any freedom of contract left in this country at all, or any individual liberty, how can we have it under the system of allowing the manufacturer at the top to fix the price to the jobber, and then letting it run along down from the jobber to the retailer, and compel the customer to buy at the arbitrary price fixed by the manufacturer?

PRICE SITUATION IN AN ARKANSAS TOWN

"Let me give an example which came under my observation, not as to cutting prices, but as to raising prices. In my old home town of Bentonville, Ark., there was a firm of merchants—Terry Dry Goods Company—which for a long time had sold spool cotton thread at five cents a spool. An order was made by some representative of some association which controlled the price of spool cotton thread, that the merchants of that town should raise the price one cent a spool; that is, to raise the price to six cents per spool. All complied without protest except this one firm and it protested. Thereupon the representative of that association sent an agent to that town to try to reason with those merchants. They were still refractory and he returned. Then a notice was served upon that firm that unless it raised the price of spool cotton thread to six cents a spool that no more cotton thread would be shipped to the Terry Dry Goods Company. It answered and in reply stated that it bought its goods for cash, owned them, and would sell them at five cents or three cents a spool or would give them away as it saw proper;

that it had never bought a spool of thread from the person who was writing it; that it bought its entire output from Hoffman & Company, a wholesale house in the town of Bentonville. Thereupon Hoffman & Company got notice that if it sold any more spool cotton thread to the Terry Dry Goods Company that no more spool cotton thread would be shipped to it as a wholesaler."

At another point Judge Floyd took the ground that price-fixing by manufacturers through ordinary retail outlets was the very thing that has brought about the formidable mail-order competition regarding which the small merchants are now complaining. Addressing a manufacturer who was before the committee as a witness, he said: "The thing you gentlemen are insisting upon (price maintenance) is the very thing that has brought about the condition that has made possible this competition, the only competition that the people have. You put your goods in the store of the local merchant and establish a fixed price, and if he is an honorable man he is going to keep that agreement. You tie his hands absolutely, and the people know you have fixed that price. They know that the local merchant has no control over the price and with that spirit of independence which the people of this country have, they take advantage of the very thing you complain of and they make possible the very condition against which you complain.

"Another thing, in driving out small concerns, I think it works in this way: The manufacturer fixes a uniform price throughout the United States. Any man who knows anything at all knows that in different communities the cost of handling a certain kind of business varies, and when you allow a man to fix, arbitrarily, the profit to be made, everyone just alike, and give a dealer no latitude, the result is that if the expense of conducting his business in the local community makes it so that his business does not bring him in any profits he goes out of business. Under such arbitrary ar-

rangement, the retailer, if he is an honest man and wants to carry out his contract, has no margin except that fixed in the resale agreement. You absolutely tie him and you make him a victim of a competitor in every instance and that stimulates the mail-order houses."

### Rev. C. F. Reisner on Need of Church Advertising

Last week at the tenth international convention of the Brotherhood of Andrew and Philip in the Arch Street Presbyterian Church, Philadelphia, the Rev. Christian F. Reisner, of Grace Methodist Episcopal Church, New York, told the 200 delegates that attended the meeting that the church must begin immediately to spend its share of the world's \$3,000,000 per day advertising bill if it is to survive the most critical period of its existence.

The clergymen said, "We may as well face the fact that churches from coast to coast are comparatively empty. The church is passing through the most critical period of its existence. We have ornate buildings and fine choirs, but we have few real messages from God. The church must wake up and adopt the modern methods practised by other agencies of social uplift. We must open people's eyes. We must publish ourselves and our work. We must use the daily paper, the most tremendous power in the land today. The church must be as much alive to the interests of God, as the business man is to the interests of his firm in getting customers. Don't be afraid of sensationalism. The preacher who is not sensational is dead and doesn't know it. If it succeeds in business why not in church?"

In his talk Dr. Reisner told the convention how he once got 4,000 men to a church service in Denver without allowing a notice of his meeting to be read from a single pulpit. He used newspaper space and other commercial methods of advertising.

### Iowa Clothiers Want Clean Advertising

The Iowa Retail Clothiers' Association recently adopted a resolution at its annual meeting at Mason City, Ia., on the subject of fraudulent advertising. M. D. Goldman, of Des Moines, telling of the excellent work of the National Vigilance Committee of the Associated Ad Clubs in putting a stop to fake advertising in many cities. The resolution adopted was as follows:

"We, the members of the Iowa Retail Clothiers' Association, in convention assembled, do heartily endorse the efforts of our officers and officers of other commercial associations to enforce the law to prevent fraudulent advertising, and pledge our efforts to bring about a greater respect and obedience to this law and a more rigid enforcement of same."

# Opportunities for a

**Wanted**— Manufacturers of food products to advertise their brands. Every house is a home. Here are no folks who live in hotels. They buy flour, baking powder, soda, sugar, salt—many of them buy by brand names. The ingredients for bread are bought individually—not from the baker around the corner. No club breakfasts and table-d'hôte dinners that make the demand of no importance. It isn't "a small pot of tea," but "5 lbs. of—Tea" not a "demitasse" but "5 lbs of—Coffee," and yet little has been done by manufacturers to develop this waiting market. Magazines cannot do it. Farm papers are the only media with which you can effectively reach this trade.

A man, who has bought more than half a million dollars' worth of space in Southern farm papers, remarked:

"I have been buying space, and using it, in most of these farm papers for more than the past five years. It seems to me that more manufacturers should use them."

"And sometimes I sit back and wonder, Is there anything within reason, that the average mortal buys, which these farm papers can't sell? These farm papers must be the family Bibles—only read oftener.

"Running over the returns of a manufacturer selling food products direct to the farmer, I found one of these papers in which his copy cost \$50.00 per month was bringing in 100 orders per month averaging \$65.00 per order. Total

**Wanted**— In the Southern States there are 8,079,496 farms—farms upon which plows, planters and tillage implements are used. Many manufacturers have not realized the importance of this market. Some confine their sales efforts to the corn belt. Adverse weather conditions—or a low price—may cause a serious slump in sales. Production then runs ahead of demand. Margins of profit suffer. Such manufacturers are in pretty much the same class as one-crop farmers—dependent upon a single crop. It would be the best form of sales insurance for these manufacturers to build up trade in the South. A poor crop in the Middle West seldom means poor crop in the South. Usually at such times the Southern crops are good—the prices high. The manufacturer can make up in the South for the dullness in the corn belt. In the South there are 3 big money crops—cotton, corn, tobacco.

sales per month for one paper, \$6,500, at a cost of \$50.

"Another mail-order man selling a varied line of implements and home supplies direct to the farmer showed me his annual return sheet, showing an average selling cost of 8% from these papers.

"Another mail-order concern selling a product to poultrymen, had a selling cost via advertising of 7%. He used no other papers but these.

"I realize that some classes of media do not have mail-order buyers. It would manifestly be unfair to judge them by the mail-order test.

"But I hold that media which can sell to farmers at low selling cost, can also sell them at a low selling cost via the dealer.

"It is only a difference in the method of delivering the goods.

# for manufacturers

"Here's an example or two of results when sold through dealers:

"A few years ago, a manufacturer of an agricultural necessity ranked about fifteenth in his line in volume of output. A strong persistent campaign was started in these Southern farm papers. Year after year, he kept it up. After five years, he has become the fourth biggest manufacturer in his line—a line in which competition is intense.

"Another concern has put out three different agricultural products in five years, and practically abolished the manufacture of the old. Their products are sold through dealers. Three new demands had to be built up. Each time these farm papers have been equal to the task and built up a demand that taxed the manufacturer's resources.

"How much dealer influence have these six farm papers, did you ask? In checking up a selected list of 5,000 general stores and implement dealers who handle implements, I found one of these papers already had 1,500 of them as subscribers.

"Just as the buyers of a department store must know styles, so must these merchants know what articles are advertised in order to know what to buy.

"These agricultural papers have the same dealer influence in their field that the big magazines have in their field."

With a billion-dollar cotton crop—tobacco selling at a record-breaking price—a splendid corn crop that brought a high price, Southern farmers have ample means with which to satisfy their wants. Why not make them want your goods?

## "All the Farm Papers You Need to Cover the South"

**The Southern Planter**  
Richmond, Va.

**Progressive Farmer**  
Montgomery  
Birmingham  
Memphis  
Nashville

**Southern Agriculturist**  
Nashville, Tenn.

**Southern Ruralist**  
Atlanta, Ga.

**Southern Farming**  
Atlanta, Ga.

**Modern Farming**  
New Orleans, La.

## Wiley Wants Advertisers to Act

Pure Food Champion Reviews Bleached Flour Case for PRINTERS' INK — Advertisers Should Disclaim Intention to Take Advantage of It—Action Would Be in the Public Interest

**D**R. HARVEY W. WILEY, former chief of the Bureau of Chemistry of the Department of Agriculture, tells PRINTERS' INK that the recent decision of the Supreme Court in the "bleached flour case" gives advertisers an opportunity to be of public service, as well as to earn greater profits for themselves. "Let the conscientious manufacturer of flour or other food products advertise the fact that he is not taking advantage of the decision" was his comment, "and I believe that he will be rewarded with public patronage that will prove most profitable."

The Supreme Court decision referred to by Dr. Wiley is the opinion delivered by Justice Day in the case of the United States vs. the Lexington Mill & Elevator Company, of Lexington, Nebraska. The Government seized 625 sacks of flour; the judgment of the District Court was in favor of the Government; this was reversed by the Circuit Court of Appeals and from the latter tribunal the case came to the U. S. Supreme Court for review. The Lexington company admitted that the flour had been treated by the Alsop Process but denied that it had been adulterated and attacked the constitutionality of the law.

The issue before the Supreme Court was, in effect, whether foods not containing enough questionable substances to injure health can be condemned under the pure food law. In his opinion Justice Day says: "The testimony shows that the effect of the Alsop Process is to bleach or whiten the flour and thus make it more marketable. If the testimony introduced on the part of the respondent was believed by the jury they must necessarily

have found that the added ingredients, nitrates of a poisonous character, did not have the effect to make the consumption of the flour by any possibility injurious to the health of the consumer.

"The statute upon its face shows that the primary purpose of Congress was to prevent injury to the public health by the sale and transportation in interstate commerce of misbranded and adulterated foods. In considering this statute we find that food shall be deemed to be adulterated: 'If it contain any added poisonous or other added deleterious ingredient which may render such article injurious to health.' The instruction of the trial court permitted this statute to be read without the final and qualifying words, concerning the effect of the article upon health. If Congress had so intended the provision would have stopped with the condemnation of food which contained any added poisonous or other added deleterious ingredient. In other words the first and familiar consideration is that if Congress had intended to enact the statute in that form it would have done so by choice of apt words to express that intent. It did not do so, but only condemned food containing added poisonous or other added deleterious ingredients when such addition might render the article of food injurious to health.

### USE OF WORD "MAY"

"It is not required that the article of food containing added poisonous or other added deleterious ingredients must affect the public health, and it is not incumbent upon the Government in order to make out a case to establish that fact. The act has placed upon the Government the burden of establishing in order to secure a verdict of condemnation under this statute that the added poisonous or other deleterious substances must be such as may render such article injurious to health. The word 'may' is here used in its ordinary and usual signification. In thus describing the offense Congress doubtless

On Monday, March 30th, the NEW YORK EVENING POST will issue a Supplement devoted exclusively to PUBLIC UTILITIES, including Traction, Gas, Electric Light, Heat and Power Companies. It will aim to be the most complete treatment which the subject has yet received. Besides a comprehensive account of the rise, the progress and the present state of development of Public Utilities throughout the country, it will contain a large number of specially contributed articles by recognized experts in different branches and by other men eminent in this field.

Recognizing the tremendous strides made by Public Utilities generally during the past few years, and the increasing importance, stability and value of their securities, the New York Evening Post has undertaken a serious consideration and discussion of the subject and will present in this and succeeding issues a clear and concise exposition of the fundamentals governing them, together with information that every banker and investor should possess in order properly to distinguish between substantial and conservative undertakings and those that are of less assured character and standing.

Every phase of the Public Utility situation will be dealt with. The inquiry is being directed into various sections of the country in the effort to obtain first-hand information upon all the aspects of the question, with special regard to the interests of the investor in Public Utility Securities.

### Some of the Special Features and Articles:

Statistical Tables of Interest to the Inventor; Position of Public Utility Securities in the various markets; What investors should know; How to analyze financial statements, etc.; Influence of Public Service Commission in standardizing and regulating capitalization, rates, etc.; Question of providing funds for replacements; How security holders have fared in cases of receivership, etc.; Influence of Public Utility Enterprises on population and wealth of communities; Practical questions of engineering and finance; Instances of great engineering obstacles overcome; Legislation, past, present and prospective; Future use of electricity from water power, etc.; Relations of Corporations to the Public; Standards of Publicity.

The Public Utilities Number will go to many thousands of investors. Because of the unique and authoritative position enjoyed by the New York Evening Post, its influence will be broadly felt throughout the country.

This is an exceptional opportunity for advertising the securities of individual companies and groups of companies and for all classes of general advertising as well.

Many of the most important corporations in the country have engaged space in which to tell the story of their own progress. For advertising rates or other information address

Public Utilities Department

## THE NEW YORK EVENING POST

3 cents a copy daily.

5 cents on Saturdays.

By mail \$10 a year.

took into consideration that flour may be used in many ways, in bread, cake, gravy, broth, etc. It may be consumed, when prepared as food, by the strong and the weak, the old and the young, the well and the sick; and it is intended that if any flour, because of any added poisonous or other deleterious ingredient, may possibly injure the health of any of these, it shall come within the ban of the statute. If it cannot by any possibility, when the facts are reasonably considered, injure the health of any consumer, such flour, though having a small addition of poisonous or deleterious ingredients, may not be condemned under the act."

Dr. Wiley's dissatisfaction with the decision has been widely quoted in the newspapers. To a representative of PRINTERS' INK, however, he confided his belief that the next step to be taken in the interest of pure food must be taken by advertisers of food products.

"I hope," he went on, "that the federation of advertising clubs and other organizations of advertising men will take action to shut off, insofar as possible, the advertising of those adulterators who may show a desire to save a little money at the expense of the quality of their product and the public health.

The decision would be of comparatively little significance if it applied only to bleached flour because 95 per cent of the millers of the country have voluntarily abandoned the production of the objectionable class of flour and will, I am confident, continue to adhere to this policy. This decision, taken in conjunction with the decision of the same court in the Johnson Cancer Cure case, may be said to have killed the Pure Food and Drugs Act. The great milling interests at Minneapolis and other producers of flour who advertise extensively are not now manufacturing flour thus objectionable in quality and I do not believe that they will do so despite the leniency allowed by this decision. The bleached flour which constitutes a menace is produced,

principally, by small millers in Nebraska, Kansas and some other States, and I believe that steps should, if possible, be taken to prevent them from advertising their product.

"A greater danger I believe lies in the other food products to which, under the present decision, a manufacturer may with impunity add traces of arsenic or strichnine. Take for example, baking powder. In the ingredients used in the manufacture of baking powder there is present, according to the material employed, a small percentage of arsenic or of lead. It is expensive to remove this trace of poison and inasmuch as some manufacturers may be tempted to save money by allowing the taint to remain I think that it behoves honest manufacturers in their advertising to let the consuming public know where they stand, just as the Heinz company and certain other advertisers have done in the past.

"I hope that Congress will speedily take action to strike from the present law the phrase 'which may prove harmful to health,' which according to the Supreme Court decision is the fatal fault in the law. Such action would be similar, of course, to that taken by Congress following the Johnson Cancer Cure case when an amendment was enacted bringing curative claims within the scope of the law. But pending such possible action by Congress I hope that manufacturers will take the matter into their own hands through their advertising."

#### Railway Advertising Handled from Topeka

A. D. Morford, recently appointed Western advertising manager of the Atchison, Topeka & Santa Fe Railway, will handle practically all of the passenger advertising for that road, from Topeka, Kans. Mr. Morford will have charge of the exploitation of his company's transportation facilities for the Panama-Pacific Exposition in 1915. Prior to joining the Santa Fe two years ago, Mr. Morford was with the San Francisco *Call* and the *Buffalo Courier*.

L. S. Rosenblum, a New York advertising agent, has purchased the control of A. Hoyt Levy & Co., an agency doing a general business.

## Ad Club Takes Census of New Residents

Members of the Cedar Rapids, Ia., Ad Club have taken a census of all the people who have settled in Cedar Rapids since January 1, 1918. The club proposes to get acquainted with the newcomers by means of a dinner given in their honor and through other plans.

The Retail Dealers' Association of Cedar Rapids has endorsed the club's operations and will aid in the work of interesting new residents of Cedar Rapids in one another for the betterment of the city.

## **Garrett Resigns as "Annalist" Editor**

Garrett Garrett has resigned as editor of the New York *Annalist*, the financial weekly published by the New York Times Company.

Times Company.  
Mr. Garrett, who will contribute to the *Annalist*, will hereafter do his principal work in connection with *Everybody's Magazine*.

Fred Todd, who has been on the staff of the New York Times as well as that of the *Annalist*, succeeds Mr. Garrett.

## National Poster Campaign for St. Louis Pageant

The National Bill Posting Company will place the St. Louis pageant posters all over the United States, to advertise the event, which will be held in Forest Park, May 28-31. J. C. Leyendecker, of New York, designed the poster, which is said to have cost \$1,000. The pageant and masque will cover the history of St. Louis from the time of the Mound Builders. It is planned to surpass any similar effort in pageants.

## St. Louis Ad League's "Prob- lem Meetings"

The first of a series of "Problem Meetings" of the St. Louis Ad League was held March 3. Herbert S. Gardner, president of the Gardner Advertising Company, and C. L. Grigg, copy chief for Nelson Chesman & Co., led the discussion on the necessity of "a definite policy in advertising," for any line. George Walker, in charge of these talks, presided.

## Bostonian Starts Trade Paper Agency

Edwin H. McCloskey, formerly of the Boston *American*, and until recently with the University Writers, has established a special agency for trade paper representation in New England, with offices in the Old South Building, Boston. He is now representing *The Department Store* of New York and the *Retailers' Journal* and *Wholesale Grocer* of Chicago.

One of the most successful national campaigns is that of the National Lamp Division of the General Electric Co., handled by Fuller & Smith, of Cleveland. Here is a Saturday Evening Post page recently illustrated by Charles Daniel Frey Company for this agency:

## I'm Going to Have a Light and Happy New Year



Here is a letter giving a line on what Fuller & Smith think of us:

**Fuller & Smith**  
Advertising  


January 8, 1914

January  
The Chas. Daniel Frey Company,  
Monroe Bldg., Chicago, Ill.

The manner in which you handled our rush order calling for an animated figure carrying National Mazda lamp cartons is worthy of comment. You worked absolutely in accordance with our specifications and very rough sketch. The treatment is simple and unique in itself.

Your organization was selected to make this illustration in spite of the fact that we are closely in touch with numerous artists, illustrators and concerns specializing in art work.

Thanking you for your co-operation and  
good work, I am,  
*Very truly yours*

Very truly yours,

*Send for our booklets and full information.*

### **Address**

**CHARLES DANIEL  
FREY COMPANY**  
*Advertising Illustrations*  
MONROE BUILDING, CHICAGO

## Post Office After Certain Song Publishers

Determined Stand Taken Against Concerns Which Will Put Anybody's Words to Music Providing a Stiff Fee Is Paid—Credit Due the Vigilance Committee of A. A. C. of A.

*Special Washington Correspondence*

ISSUANCE of a fraud order against the Hayworth Music Publishing Company and *Hayworth's Musical Magazine* of Washington, D. C., marks the latest step in the movement of the Post-Office Department to suppress the operations of a class of music publishers who have for several years past been buyers of considerable advertising space. The use of the fraud order in this instance well illustrates the determination of the present Postmaster-General, as already outlined in PRINTERS' INK, to make use of fraud orders to remedy objectionable conditions that may not be quickly reached by action in the courts. A. D. Hayworth, president of the concern named is, and has been for some time past, under bail on an indictment charging use of the mails to defraud. He sought an injunction to prevent the holding of the hearing at which he was cited to show cause why a fraud order should not be issued, but this petition was dismissed.

This stoppage of the mail and money orders of the Hayworth concern is especially significant of the Post-Office Department's policy following as it does comparatively soon after the conviction and sentence of Robert B. Kellogg, President of the Kellogg Music Company, of New York and the indictment of members of the music publishing firm of H. Kir-kus Dugdale Company of Washington, D. C. Simultaneously with these developments have come the bankruptcy proceedings in the case of the American Advertising Agency and the Washington Advertising Agency of Washington, D. C.—the company which has placed most of the ad-

vertising for the Dugdale Company. The advertising manager of the Dugdale Company, in conversation with the correspondent of PRINTERS' INK has made the claim that his company has been spending more than \$30,000 a year in periodical advertising.

Most readers of PRINTERS' INK are doubtless familiar to a degree with the line of business in which some advertisers in the song publishing field are engaged. Their advertisements usually take as their keynote some such slogan as "Song Poems Wanted" and paint in more or less favorable colors, according to the policy of the individual advertiser, the opportunities for profit open to the individual who can write a popular song "hit." These firms in the mail-order field furnish to their customers a printed product that in superficial physical characteristics is very similar to the sheet music put out by well-known music publishing houses operating in the conventional way.

### HOW THE SCHEME OPERATES

However, the methods of procedure in the two instances are radically different. The publisher of professional songs, as a rule, furnishes all the capital for bringing out a piece of music. He may either buy outright the copyright and all other rights to words and music or he may publish on a royalty basis as is customary in the book publishing world. The publishers of amateur songs, on the other hand, publish only at the expense of the author or composer and they look to that individual in each instance for all or the major portion of their profit.

Prospects are attracted by magazine and newspaper advertising backed by a vigorous follow-up. If the author of a song poem has not had his words set to music that is done by the publishing house for an added consideration and in the case of some firms a fee for "arrangement" is exacted even of the prospect who has sent in complete words and music. The price for bringing out a single song varies in the case of different publishers from \$20 to

\$35, payable in two or three installments. The publisher, to cite the terms of a representative contract, agrees to arrange the words and music; copyright the work in the author's name; prepare a special cover design for the published work; furnish, without further charge, two hundred copies of the printed publication; and to "push" the production, remitting to the author or composer on the royalty basis at intervals in the event that the song attains a volume of sale to warrant it.

It is the elastic obligation of the publisher to "push" each printed work that has caused much of the present unrest among persons who have invested money in such ventures. In that respect the amateur song publishing business may be said to constitute a parallel to the kindred business of publishing books at the expense of authors which has lately been brought into the limelight through the filing of several suits by writers who had paid sums as high as \$600 for the publication of a single volume and who allege in the documents filed in court that the publishers have never made any effort to further the sale of the books and that consequently no royalties whatever have been forthcoming.

#### BASIS OF COMPLAINTS TO POST-OFFICE

However, the complaints which have been made to the Post-Office Department and the Department of Justice by persons who are dissatisfied with their dealings with song publishers are based, for the most part, upon more tangible grounds than a difference of opinion as to what constitutes due exploitation of a song published under contract. With some of the firms investigated by the Government (several of these firms have already been put out of business) it has been a clear case of fraud or breach of contract, the publisher having accepted one or more partial payments without performing any service in return or publishing the song as agreed. In the main the charge made by complainants is deception and misrepresentation in advertising.

In order to gain admission to advertising columns most of the music publishers have adopted a more or less conservative tone in their advertisement—some of the older firms have modified their original copy—but it is claimed that the follow-up and the personal correspondence with prospects is, in many instances, misleading in statement if not absolutely untrue. For one thing, the large earnings of certain successful professional writers of popular songs are "played up" with little if any intimation of the possibility of failure for the amateur or indication that the venture is highly speculative at best.

Worse yet, it has been charged before the departments at Washington—the charge being supported by interesting documentary evidence—that certain of these music publishers, or music printers, they might better be designated, report favorably on the merit of virtually any manuscript which is submitted to them. In repeated instances they have given enthusiastic praise and predicted large sale for song poems which, to any person of any experience must have appeared hopeless in every sense of the word.

The case of one of the unfortunate investors in this field who has been among those who have most recently appealed to the authorities at Washington for redress indicates that not always is the loss by an individual limited to the outlay upon a single song. In this somewhat pathetic instance the prospect, a resident of Boston, had invested his own funds and more than \$200 of borrowed money in the publication of song poems which it had been intimated to him could not fail to yield big returns. This is one of the cases now pending before the departments which is likely to bring results.

It is stated that there are in the United States not less than fifteen of these publishing firms that advertise for and publish song poems upon payment of a retainer, but those against which action has already been taken have been the most aggressive advertisers. The

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# Nashville Banner.

*First in Circulation, Advertising, Influence*

**1913 Was the Best Year in History  
of This Great Southern Newspaper**

## **44,785**

**Was the Daily Average for the Twelve Months**

Dates	Monthly Average	Dates	Monthly Average
January .....	44,071	July .....	42,707
February .....	44,986	August .....	42,179
March .....	45,759	September .....	43,925
April .....	45,969	October .....	45,167
May .....	44,527	November .....	47,375
June .....	43,393	December .....	47,372

*STATE OF TENNESSEE, } ss. Personally appeared before me, a  
COUNTY OF DAVIDSON } Notary Public in and for said state  
and county, Edgar M. Foster, Business Manager of The Nashville  
Banner, who deposes and says that the above detailed statement of  
circulation of the Nashville Banner is true and correct to the best of  
his knowledge and belief. (Signed) EDGAR M. FOSTER.*

Subscribed and sworn to before me this 2d day of January, 1914.  
(Seal) W. H. RAYMOND, Notary Public.

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**The daily average circulation for Jan., 1914, was 47,956  
The daily average circulation for Feb., 1914, was 49,444**

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The management of the Banner accepts advertising contracts based upon the accuracy of its circulation statements, issued from time to time, and further, under a positive guarantee that the circulation of the Banner is larger by many thousands than of any other Nashville newspaper.

For Rates or Other Information Address

**BANNER PUBLISHING CO., Nashville, Tenn.**  
**EDGAR M. FOSTER, Business Manager.**

Foreign Representative  
**BENJAMIN-KENTNOR CO.**

Brunswick Building, New York. People's Gas Building, Chicago.

condemnation of this class of music publishers by the Vigilance Committee of the Associated Ad Clubs of America may be said to have marked the beginning of the end. A droll touch was given by the action of one firm the officers of which are now under indictment, in writing a few months ago to the publishers of various magazines threatening to withdraw their advertising unless the publishers would exclude from their columns the announcements of the Hayworth concern, this request being based upon the claim that the advertisements cited were objectionable as tending to bring the entire song printing business into disrepute.

## Giving Names to Successive Models

CLEVELAND, O., February 25, 1914.  
*Editor of PRINTERS' INK:*

Referring to names, as PRINTERS' INK does very often, can you tell me how the shoe manufacturers name their different models? Every once in a while I receive a catalogue from this or that shoe manufacturer and new names are constantly appearing.

Do the shoe manufacturers have a set plan of christening their different models as they appear, or just what is the procedure? Perhaps they wait on inspiration until after the model is finished. Some names are rather happily phrased and some are not so happy as they might be.

C. B. G.

If any one could devise a plan which would insure shoe manufacturers, and for that matter, manufacturers in general, giving successful names to their products or various models of their products, he would do well to patent the scheme right away and sit back, knowing that he would soon become immensely wealthy. PRINTERS' INK has never been able to learn that any hard and fast rule in the selection of names exists. The giving of a name to a product or a new model of a product, as in the case of shoes, is more or less of an experiment.

Different houses have, however, given a great deal of study to this question. One advertiser we know of who has to christen a new model every few weeks carries a notebook in his vest pocket and

jots down likely names whenever they occur to him. These names are often suggested to him as he reads the newspapers or as he is talking with his family or friends.

PRINTERS' INK has just received the new catalogue of the Ralston Health Shoemakers. In a statement regarding the selection of the names for the various models contained in this catalogue—and some of the models are right up to the minute—this company writes to PRINTERS' INK as follows:

"We often appropriate to our own use some popular and well-known name like the 'Red Sox' and 'Houn' Dawg' because they offer us splendid opportunities for featuring them to our trade. To be specific the 'Red Sox' was introduced at the time that the Red Sox team was clinching the pennant for the season; the 'Houn' Dawg' at the time that Champ Clark was making such a vigorous campaign for the Presidential nomination. We have learned from experience that the attention of the trade is strongly attracted by the way in which we feature some of our new lasts.

"This season the 'War Cry' is to be featured by special Indian drawings, and we feel sure that we shall succeed in creating a lot of interest among the trade. On the other hand, the 'Solace' model was named because of its broad and roomy toe, which makes it in reality a solace for all foot ills. The 'National' was named because from its type we knew it would have a nation-wide sale.

"The 'Hague' was so named because we knew it would solve the footwear problem of the men who are looking first of all for comfort. On the other hand, we try to find dignified names for the more conservative lasts which find the greatest favor in the metropolitan centers."—[Ed. PRINTERS' INK.]

## Chambers Joins Chappelow Agency

G. F. Chambers has resigned as advertising manager of the Hannibal, Mo., *Courier-Post*, and joined the selling end of the Chappelow Agency, St. Louis.

# An Advertising Agent's View of the Proposed Second-Class Postage Increase

By E. T. Gundlach

Of the Gundlach Advertising Company, Chicago

[EDITORIAL NOTE: The following discussion of the proposed second-class postage increase is written with perfect candor, and with the endeavor to avoid any suggestion of special pleading. We think that in certain instances the writer has granted too much, and have indicated our belief in footnotes. The article is of great importance, however, for it shows that even if we admit that the one-cent-a-pound rate is a "subsidy," and if we accept the statement of its opponents to the effect that the Post Office "loses money" on second-class matter, there are weighty reasons why any sudden and drastic change in the rate would prove disastrous to publishers, to advertisers, and to the general public.]

**I**N agitating against the plan for doubled second-class postage rates, PRINTERS' INK is doing a work of primary importance to advertising interests.

For this question of second-class rates concerns not only the publisher, but in the last analysis the two customers of the publisher, the reading public and the advertisers.

Now, in taking up this subject, those of us who are identified with advertising must realize in the first place that Congress and the other "powers that be" cannot be approached solely from the point of view of a man who has an axe to grind. It is not the function of Congress to legislate in favor of advertising interests, nor to refuse to legislate when a new act happens to be against such interests.

So we might as well concede in fairness at the very start that the burden of proof in opposition to an increase in second-class postal rates is placed about as strongly upon those who want to retain the present rates as upon those who want them changed. For the undeniable fact remains that the Post-Office Department every year faces a deficit for carrying newspapers and magazines at second-

class rates. Successive Postmaster-Generals have dwelt in their reports upon this constant deficit.<sup>1</sup> It is ridiculous to attempt to attribute the shortage to mal-administration of the Post-Office; for there is probably not in any private business institution in the country as fine a piece of clerical machinery as in the United States Post-Office. The simple fact has been and will be that mail matter cannot be carried at one cent per pound, except by way of a subsidy.<sup>2</sup>

This subsidy was deliberately established by Congress at the inception of our Government. And while it is, therefore, quite un-

<sup>1</sup>It is true that this deficit has been repeatedly claimed, but it has never been proved, because the Post Office accounts are in such a state that it is impossible to find out what it costs to carry second-class matter. The Joint Postal Commission of the 59th Congress employed disinterested accountants in the endeavor to ascertain the cost of carrying different classes of mail, who reported as follows:

"The general absence of any efficient methods of accounting has been brought to light by the inquiry carried out by the Joint Commission on second-class mail matter. This report was referred to Congress on January 30, 1907, and our investigation has confirmed the impression gathered from the study of it, that the whole of these methods are crude in the extreme, and such as no private business concern or corporation could follow without the certainty of loss, if not of financial disaster."

<sup>2</sup>The author refers throughout to the second-class rate as a "subsidy" or "bonus." For purposes of argument it is perfectly proper to assume that it is such. But as a matter of fact it is not a subsidy unless it can be shown that second-class matter is carried at a loss, and that the deficit is made up from other sources. This never has been proved, and cannot be proved under present conditions of Post Office accounting. If we regard the second-class rate as a "subsidy" simply because it is lower than other rates, then the third-class rate and the parcel-post rates are also "subsidies."

reasonable to show the existence of a deficit as *eo ipso* evidence that the postal rates should be raised, it is reasonable that the Post-Office Department should expect inquiry from time to time as to whether or not conditions have continued such as to make advisable the same original subsidy—advisable, of course, entirely from the point of view of general public interests.

#### RADICAL CHANGE IS OPPOSED

Having conceded all this, are we not still justified in maintaining that any system established for over a century should be changed in its fundamentals cautiously and most gradually? While it is true that all the publishers in the country, and all the printers employed by them, and all the typesetters, and all the engravers, and all the paper-houses, and all the ink manufacturers and their employees, and all the advertisers and their advertising departments, and all the other allied interests, represent only a small fraction of our entire business

world—is it not to the interest of the public to avoid any change which, as PRINTERS' INK aptly says, would affect fundamental conditions?

If Congress intends to reverse itself on the policy of giving a bonus to the publishing business, or if at any rate Congress wishes to reduce that bonus, is it not advisable in the general public interests to let the publishing industry go on without suddenly choking it? Assuming that the people of the United States, through their representatives, have made up their minds that the dissemination of news and information need no longer enjoy its past subsidy, is it not in line entirely with the conservative business policy of our administration to avoid a sudden crippling of any industry that has been legitimately built up on a certain system?

A big argument against free trade, admitted by men who are free-traders at heart, is that a sudden taking away of the tariff would upset fundamental conditions so disastrously that the

## The New York Globe

is printing daily

## Advertising Talks

written by

## William C. Freeman

ultimate benefits would be more than offset by the immediate and consequent difficulties. In interstate commerce, in legislations on public franchises and most especially in monetary reforms, Congress has always been forced to see the dangers of a too sudden and a too radical reform.

When we hear, therefore, that Congress in the present session is considering a *doubling* of the present second-class postage rate, with a view to still further increases in short order, and with a further proviso that these changes are to take effect by next fall, we are forced to assume that our legislative representatives are not aware that they are upsetting fundamental conditions.

When a man has been permitted under our American system to put in twenty years building up an editorial department and making and continuing a subscription list along certain lines, finally putting up his building and buying enormously expensive presses—all with the understanding that his publication will be carried for one cent a pound through the United States mails—we are forced in charity to assume that Congress does not realize what it will mean to that man when suddenly, almost without notice, he is notified that the old bonus is withdrawn and the rate is doubled.

#### DISASTER SOME YEARS AGO

How little the Post-Office Department understands the business end of the publishing business, was illustrated about five or six years ago when suddenly the old privileges of carrying past-due subscribers as actual subscriptions was withdrawn. It is true that at that time the Post Office was aiming only at an abuse of second-class privileges, and rightly so. But this abuse had been built up through fifteen or twenty years. There had been nothing illegitimate or illegal about it. It was simply the custom to permit papers to be mailed as sample copies, and to keep readers on as long as the publisher chose, and to allow him to collect when he thought it advisable to send a bill.

Suddenly the Post-Office Department woke up to the enormous deficit created by publishers who were using the privilege to give the appearance of large circulations. Almost over night these publications were notified of the new interpretation the Post-Office Department would put upon the word "subscribers."

No one could dispute the right or even the reasonableness of the ruling. Yet, as a result of the suddenness of the change, there was a contraction of from fifty million to about eleven million copies sent out monthly by a long line of publications. There followed liquidation, bankruptcies, contraction of advertising interests, suspension of subscription agents, losses charged off by paper houses and printing concerns, and thousands of people were thrown out of work.

#### GRADUAL CHANGE PREFERRED

True enough this move disturbed only one industry and its allied branches and was not felt seriously by the general public. True, also, it was no more than the cutting off of a privilege used to the extreme. Yet how much better it would have been, not merely for fifteen or twenty individual publishers, but for fifteen or twenty thousand people indirectly concerned, to have had the privilege *gradually* withdrawn, to have instituted a reform by *degrees*, and without any serious disturbance!

Now this proposition to double the second-class postage rate is distinctly not legislation of a gradual or conservative type of reform. I am assuming here, but I allow this assumption merely for the purpose of argument, that it is a reform and a reform that is wanted.

If, in fairness, we admit that a subsidy exists, the people as a whole and not the publishing interests must be the judge as to the ultimate withdrawal of that subsidy. Having an axe to grind, we may not be accepted as fit judges. But those who are familiar with publishing figures have a right to judge as to the

## Are Superlatives Excusable In a Case Like This?

We don't like to appear boastful or talk overmuch about an incident that has pleased us very much. But—March was the biggest month we ever had, and we must give the figures. *The World's Work*, *Country Life in America* and *Garden Magazine* together carried :

93,016 lines, net.

415 magazine pages, net.

1,008 separate paid advertisements.

Ten hundred and eight advertisements are not accidental; it was practically all *old business*.

DOUBLEDAY, PAGE & CO.,  
Garden City, New York.  
Chicago, Boston, Los Angeles.  
Advertising Headquarters,  
11 W. 38d St., New York City.

## Said the Advertising Manager

"PETERS, it's a nuisance to have to go over these samples every time I give you an order." "I know it. And you don't need to, either. If you'll select Hammermill Bond, and use it for everything, you'll get better service and better satisfaction all around."

"Is it expensive?"

"No, it's cheap enough to use for all your office forms, and at the same time of such good quality you'll be glad to have your letters go out on it."

"Such people as the New York Central R. R. and the United Cigar Stores use it. That's pretty good evidence. Feel of this piece—tear it."

"Yes, it does feel good—and tears hard."

"And it comes in twelve standard colors and white and all standard weights. Fine for colored forms because the colors are always the same."

"This sounds good to me. I'm tired of having to get used to a different kind of paper every time. I'll specify Hammermill Bond right through from now on. Let me see the proofs as soon as possible."

### HAMMERMILL BOND

"The Utility Business Paper"

If you haven't one already, send for sample book of the best paper ever made for the price.

**HAMMERMILL PAPER CO.**

Erie, Pa.

facts; namely the effect upon the publishing business of a sudden change in rate.

It is a fact easily proved that any change in postal rates approaching an increase of one cent per pound, cannot come out of the pockets of the publishers. Ample figures have already been produced before Congress, and we are forced to assume that if the Congressmen are level-headed they do not believe these figures.<sup>4</sup> Otherwise it is hard to understand how they could expect to pass such legislation without indeed "upsetting fundamental conditions."

The amount of additional money which any publisher would have to pay to the United States Government is quite easily figured out at the rate of one cent per pound. His profits may be somewhat more problematical, though some of us are sadly familiar with these profits. Unfortunately there have been publishers in this country who took a most absurd pleasure in promulgating the idea that they were making millions a year. A few years ago Post-Office officials and Congressmen were wonderfully impressed by the beautiful literature put out by several publishers who were selling stock to the public. A few of the stockholders would make excellent witnesses before the congressional investigating committee as to the profits that come from these publishing ventures. It seems, how-

"It seems to us that the difficulty lies not so much in disbelief of the figures presented, as in lack of understanding of the publishing business. The assets of a periodical publisher consist largely of good will, which is very seldom anywhere nearly capitalized in full. Many publications earn in annual profits a sum greater than their entire capitalization, which looks to the uninitiated like an entirely unreasonable profit. Because of the intangible nature of most of the publisher's assets, the capitalization is no indication of what the business is worth. A publication may be capitalized at \$30,000. If it earns \$40,000 a year that sum represents no more than a decent income to the owners. Their tangible investment is only \$30,000, but their intangible investment of their time and their personal services in building up and maintaining the good will of the business represent many times that amount, and does not appear in the balance sheet."

ever, that the impression that publishing a magazine is a gold mine has remained with Congressmen. If the latter could only see the million-making publishers coming around every month to the offices of lowly and relatively insignificant advertising agents, asking to get their bills paid a few days before discount date, the impression could be easily dispelled that the extra one cent a pound would be a mere bagatelle.

I venture the assertion that at least twenty-five per cent of the publishers simply could not stand the additional one cent per pound out of their own profits. These publishers would either find their profits wiped out entirely, or they would come so dangerously close to that minimum margin which ultimately spells bankruptcy, that they would have to increase the subscription price or the advertising rate.

One of the most successful publishers in the United States testified to the enormous sum it would cost him yearly to pay the extra one cent postage. He could afford it—that is to say he would be able to pay it out of his profits if forced to do so. But it would cut his profits on an enormous volume of business to a dangerous minimum. As a matter of fact he would not be obliged to take it out of profits, because other publishers, working on a smaller margin of profit, would be forced to raise their rates to subscribers or advertisers—or both.<sup>4</sup>

The immediate effect of shifting the burden onto the subscriber would be a reduction of the number of people who buy publications. If this is what Congress wants, it will accomplish its purpose. But with the reduction of the number of readers and the greater difficulty in getting additional readers, publications will have to do one of two things—reduce the expense of the editorial department, or increase the advertising rate.

<sup>4</sup>In other words, this would place the large and prosperous publisher in a position of great advantage, since his competitors would be forced to raise their rates in order to survive.

## A Personal Interview

is requested with the PRINCIPALS IN AUTHORITY of any firm in BOSTON OR VICINITY which desires to secure the services of a live, up-to-date originator and director of advertising.

A man who at present is the head of the art department of an internationally known concern and one who is a forcible writer with a complete knowledge of engraving and the buying of same, from the old-fashioned woodcut down to the modern offset process.

A DESIGNER prolific in advertising ideas and capable of turning out HIGH-CLASS CATALOGS, HOUSE ORGANS, BOOKLETS AND ALL ADVERTISING LITERATURE.

Just the man for an ADVERTISING MANAGER or an ART EDITOR.

All communications strictly confidential.

Write X. C. L.,  
Boston Office, PRINTERS' INK,  
1 Beacon St., Boston, Mass.

## Will YOU make this test at our risk?



MANY of the foremost Advertising Men have made—have convinced themselves that these Havana and Domestic filler stogies are really worth-while. Make it yourself, take any little cigar you know—cut it in half. Then cut open the I-See-Co-Smoke. That tells the story; and the aroma of our seven varieties will delight you.

Long leaf—  
no dust or sweepings

### I-See-Co Smokes

are sold direct from our factory to you, the ideal short smokes and the greatest tobacco values known. Prove it for yourself.

**SPECIAL Test Offer** Simply send us \$2.00 for 100 "Slenderas," a very slender clear Havana filler, 6 in. cigar. Make the test suggested—smoke all you like. If you are not absolutely delighted your money is yours again. 46 brands ten assorted sample smokes and interesting booklet.

**ISENBERG CIGAR CO.**

45 14th Street, Wheeling, W. Va.  
Men of good address wanted to solicit  
individual smokers.

Now there are a great many advertisers at the present time, especially those who check their returns, who are going to the very limit in the amounts of their appropriations. They are willing to advertise just as heavily as they can—up to a certain minimum of returns. These advertisers, therefore, will have to reduce their appropriations as the rates advance. Other advertisers, who place on theory and do not know exactly how they are spending their money, may go along for some time without realizing from their "general publicity" that they are getting less value than before. But ultimately the results will show up in these cases, too.

#### APPROPRIATIONS TO BE CUT DOWN

I feel quite safe in stating that those advertisers (whether doing business through dealers or direct with the consumer through the mails) who get results direct from publications, will reduce their appropriations within sixty or ninety days after the change in postal rates. And other advertisers, either from the results they see from their own advertising or because they are following advertisers who check inquiries, will also reduce as time goes on. This means an early reduction in the revenues of the publisher, and consequently will either mean a depreciation of editorial quality or an increase in actual rate per agate line on an already reduced circulation.

I say "depreciation of editorial quality" and that is correct. For in the last analysis it is the advertiser who, along with the subscriber, pays for the superior editorial work of our day. It is the low second-class coupled with advertising receipts that has enabled publishers competing with each other to give the reading public a quantity—and quality—of reading matter that would have seemed unbelievable in the days of Ben Franklin and even in the days of Dana and Greeley. It is the second-class postage system and with it the development of advertising that has made editorial departments.

It would be an economic fallacy to state that the advertising interests of the country cannot endure a change in postal rates. Of course they can—in a way. They would simply have to adjust themselves to a new condition and in this condition the amount of advertising placed would, of course, be less than now. Publications would be smaller and editorial matter less. But we would be sure still to have publishers and to have advertisers. And the world would go on just the same.

It might even be said that ultimately there would be no harm in such a change—that if in the course of ten years we had a rate of two cents a pound, a number of new advertisers would come along, new conditions would be created and superior copy with new selling plans would offset this rise in postal rates—that we would have just as many publishers, just as many advertisers, just as many subscription agents, just as healthy conditions—and a smaller deficit in the Post-Office Department. But there is no possibility that this condition could be brought about in a single year after doubling the postage rate.

My conclusion on this whole point is that if Congress wants to reduce the subsidy given to the American people for the dissemination of reading matter—and that is what it really is—it should be done most gradually. The facts and figures of the publishers as already amply produced should be the guide. My opinion is that a rise of one-tenth of a cent per pound once a year for ten years would be none too slow a change and that anything much more radical than this would surely result in a considerable injury to important business interests.

I would like to call attention in this connection to the small-town and rural publications, selling at anywhere from 25 to 50 cents a year. In the 50-cent field, also in the 35-cent class, we have some excellent publications, and I venture the statement that these publications are doing fully as much good in the world as magazines like the *Century* and the

# Do you understand the new Parcels Post Ruling on Catalogs?

Catalogs weighing over eight ounces must be mailed PARCELS POST and ZONE ROUTED.

If you want to continue to mail your catalog under Third Class Postage (two ounces for one cent),—four cent mailing and under,—and your book weighs somewhat over a half a pound,—we can reduce the weight of your book and solve your problem.

Our OPACITY papers are the standard of quality and are used by all the largest buyers of light weight printing papers.

Give us your specifications and let our Service Department furnish you with samples of our OPACITY papers in the weight that will allow you to mail under Third Class Postage, (two ounces for one cent).

We are also producing an Enamel Book paper, coated two sides, of high quality, in basis **25 x 38=37 lb.** to 500 sheets, in any size you desire. This Enamel paper will print any fine half tones and we are selling it at a price within your reach.

**Birmingham & Seaman Co.  
INC.**

Chicago, Tribune Bldg.      New York, 200 Fifth Ave.  
St. Louis, Rialto Bldg.      Milwaukee, Wells Bldg.

*Write Our Nearest Office*

## "An Izzer"

There is nothing archaic about HEMLANDET, America's first Swedish newspaper.

The net increase for February 1914 was 2,019 new subscribers.

Any one is at liberty to inspect our circulation books and records at any time.

*There are no secrets in this office.*

Circulation figures showing the average for a period as remote as three months back would be unjust to HEMLANDET.

Present *bona fide* circulation in excess of 40,000 complete copies each week.

Advertising rates, sample copies and circulation information of practical value to present day advertisers free on application.

**HEMLANDET COMPANY**  
1643 Transportation Bldg., Chicago, Ill.

## -NOW

—the replies are beginning to come in from the Spring campaign. You will soon need additional Filing Equipment. If you believe in the best you will specify "standard equipment"—what the whole world knows as standard—

### Globe-Wernicke® Filing Equipment

Send for Pamphlet No. 286, an interesting and valuable piece of Globe-Wernicke advertising matter for all advertising men.

### The Globe-Wernicke Co. Cincinnati

Mfrs. Of Sectional Bookcases, Filing Cabinets—Stationers' Goods.

Branch Stores and Local Agents almost everywhere. Where not represented, we ship freight prepaid.

Atlantic. It is not the reader of the *Century* or the reader of the *Atlantic* alone who needs magazines to improve his mind. We must bear in mind the little washerwoman out in the country, and the farmer sitting back of his stove in the arm-chair, when we think of the dissemination of information. I am convinced that the little stories that we see in the cheap magazines, and the little preachments on ethics and on the morals of the day are of immense value in these cheaper papers. Do not judge them by their dress. Perhaps the Vickery & Hill list and *Country Life in America* compare with each other as the woman out in Podunk compares with the finely-dressed lady on Riverside Drive. But the Vickery & Hill list serves its particular purpose as well as *Country Life*. Take a copy of one of these cheap-looking, 25-cents-a-year papers home with you and read it. Do not read it as a "high-brow," but read it, if you can, from the point of view of a woman who is working twelve hours a day in her home, washing, scrubbing, and ironing, and at 10 o'clock in the evening, with the household work done, sits down for awhile to read an elevating story or a little homely moral. If you will do this you will get a better opinion of the 25-cent field.

And in this connection, permit me to call attention also to the vast difference, economically, between the housekeeper in Podunk and the lady on Riverside Drive. When *Woman's World* went from 25 to 35 cents a year, it was a more important step than when the *Ladies' Home Journal* went from \$1.00 to \$1.50; that dime to *Woman's World* readers meant more than a half dollar to *Ladies' Home Journal* readers.

It is difficult for us sometimes to realize how much money is represented by a quarter for a man who hasn't the quarter. A magazine like *McCall's*, at 50 cents a year, is a generous gift from some dutiful son to his mother at Christmas every year. Yet if *McCall's* were forced to raise the

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rate from 50 cents to 60 or 75 cents, I am quite sure that thousands of dutiful sons would find it impossible to increase their donation to this munificent amount.<sup>5</sup>

I am not aware that in connection with its present plans the Post Office Department has presented the argument that the small 25 and 35-cent monthlies are not wanted by their readers. If the Post Office presents any such argument, it is not conversant with the facts.

There was a time, five or six years ago, the country being flooded with practically free subscriptions, when these magazines were not wanted by millions of recipients. But the most remarkable evidence has been presented only very recently when a certain publication was delayed in its mailing several weeks; some fifty thousand letters of complaint came in stating that people had not received their papers. And the paper cost only 25 cents a year. It showed conclusively that these people wanted this magazine and that they desired it for its editorial contents.

And the Post Office official who says that 25 cents is only a "nominal" subscription price, has worn dress suits at the national capital too long to understand the economics of the *average \$700-per-year American family*.

The proposed addition of a cent a pound will hit all publications. It will hit those who charge \$1.00 and \$1.50 a year, but it will positively mean an increase of subscription price in the 25-cent field. Some of these 25-cent papers perhaps could be safely eliminated. But the better process of elimination would be to forbid the insertion of fraudulent advertising, especially the medical quack advertising.

Now, if we can eliminate the special interests that are in favor of a lower rate for letters at the price of a higher rate for second-class matter, the only question that remains is, what is best for the American people? If Congress

<sup>5</sup>Here, again, the increase would amount to a discrimination in favor of publications with high subscription prices.

The Chicago Record-Herald has the second *largest circulation* in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight morning newspapers* in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

## THE CHICAGO RECORD-HERALD

### Circulation Secured Through Advertising

is the best kind of circulation for the advertiser—because its constituency consists wholly of people who are in the habit of reading advertisements.

## PHYSICAL CULTURE

obtains its circulation by advertising. It has gathered together in its subscription list a family of readers who *read* and *believe* in advertising.

The fact accounts, in a large measure, for the universally profitable returns which it yields to advertisers.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager  
Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

### The Steadiest Growing Magazine Advertising Section in America

believes that people ought to pay a little more for reading matter, it can be arranged. If it also believes that advertisers are enjoying a bonus which they should not, then it certainly is the privilege of the American people to reconstruct the system of the past century. But to ask that after a system has been established for a hundred and twenty-five years, the reconstruction be spread over a period of ten years is hardly asking too much.

A rate of one and one-tenth cents per pound in 1915, of one and two-tenths cents per pound in 1916, and so on until the rate of two cents per pound is reached, would be practical and reasonable and should satisfy all interests.

"The proposal to increase the rate gradually over a term of years is interesting and is vastly preferable to a sudden and drastic raise. But we are by no means convinced that any raise is advisable, and prefer not to offer compromises until the fact is demonstrated. As Cyrus H. K. Curtis puts

"*The Saturday Evening Post* wants to pay its way with the Government. We believe that it is paying its way, and though we do not think that any increase in the second-class rate is either necessary or just, we would not oppose a reasonable advance, provided legislation were preceded by investigation—not a one-sided investigation of the magazines alone but a full and searching investigation of all the allied branches of the postal service."

#### "Citrox" in the Newspapers

Citrox, an effervescent laxative, manufactured by Foley & Company, of Chicago, is being advertised extensively in the newspapers. The new product is in tablet form and aims to take the place of the old style bottle of Citrate of Magnesia. The copy explains the advantage of simply dropping a tablet into a glass of water and making a pleasing laxative at home.

#### "Confidential" Letters as Copy

A campaign of advertising on Mrs. Rorer's Coffee, manufactured by the Climax Coffee Company, of Indianapolis, consists of a series of confidential letters signed by "Betty Blythe." The letters cover all sorts of food ideas and are written in an interesting conversational style.

The Carl M. Green Company, of Detroit, has recently added to its list the accounts of the Saginaw Milling Company, Saginaw, and the Lewis Manufacturing Company, Bay City.

#### Newspaper Man Joins Programme Company

Harold H. Shuart, for the last two years head of the automobile department of the Detroit *Free Press*, has joined the Fechheimer Theatre Programme Company of Detroit, handling the advertising in the programmes of the Detroit, Garrick, Lyceum, Temple and Washington theatres. He was connected with the advertising department of the Oakland Motor Co., of Pontiac, prior to his joining the *Free Press* staff.

#### Fiftieth Store in Meat Chain

The Buehler Bros. Company, Peoria, Ill., has established a chain of meat markets in several parts of the country, a recent store opened in Chattanooga, Tenn., being the fiftieth in the chain. The company has a large plant at Peoria, and operates exclusively for its own stores, selling nothing to wholesalers or other retail markets. The claim is made in its advertising that the eliminating expenses of a selling organization enables it to sell meats at lower prices than under the usual system of distribution.

#### Trade-Named Rice Advertised in Newspapers

The Seaboard Rice Milling Company, Galveston, Texas, is using large space in the newspapers in an attempt to convince the public that the trade-marked name Comet Unkoted Rice means that it contains no glucose or talc. The copy explains how many such products are sometimes polished to make them more attractive. The body-building elements and flavor of Comet Unkoted are described in detail.

#### Memphis Tailors' Co-operative Ads

The merchant tailors in Memphis, Tenn., have organized the "Memphis Merchant Tailors' Exchange." Good-sized space in newspapers is used to advise Memphis men to "Go to any of the good merchant tailors of Memphis and have your suit Memphis-made." The expression, "Memphis-made," is featured with the idea to keep Memphis money in Memphis. The copy talks plainly to the man who has been spending his money out of the city.

#### G. Washington Coffee's New Copy

The new newspaper copy for G. Washington Coffee occupies large space and is more educational than the ordinary run of coffee copy.

The name stands out conspicuously and a can of the coffee is shown in the white space border. The copy on February 22 was given an original touch by using the phrase in large type at the bottom, "A Good Day to Start Using G. Washington Coffee."

## Display of Signs When Dealer Hasn't Goods

THE right of a dealer to continue to display signs acquired from a manufacturer, when he no longer has the manufacturer's goods on sale, is questioned in the case of C. H. Evans & Sons vs. Henry J. Roberts, in the Supreme Court of Kings County, Brooklyn.

The complaint in the case, which has just been filed, alleges that the Evans concern, manufacturers of Evans' Ale, sold its product to the defendant for some years previous to January 1, 1912, and supplied the latter with certain signs, containing the manufacturer's registered trade-mark, which he displayed in the windows of his liquor store. Since the date mentioned, however, it is alleged that the defendant has not had any Evans' Ale in his stock, but has continued to display the signs.

An injunction is asked restraining Roberts from displaying any

representation of the Evans' trade-mark, together with damages.

### Using Questions to Develop Series

The National Brake Co., of Buffalo, in its present advertising in the *Electric Railway Journal*, is making use of a series of questions to be asked by the reader of the claim agent. One question is asked in each advertisement. The series being distinguished by a large question mark worked in as a part of the layout. The questions are numbered in order, the following being a typical example of the series: "Ask the claim agent whether or not accidents have frequently occurred on grades." The remainder of the advertisement then elaborates on the condition outlined by the question and gives a good opportunity forcibly to bring in facts about the product.

### Campaign for New Blades

For the purpose of introducing the Gem Damaskeene Blade, made to fit all styles of Gem Safety Razors made since 1890, a trial blade was advertised to be given away free. This offer was made through newspaper advertising in various cities. The copy was illustrated with pictures of the various styles of Gem Razors which the new blade would fit, and the names of the dealers were also listed.

## WANTED

### An Agency Representative

We want a young man who is looking for a chance to make good. Agency experience an important, but not vital, requirement. We do ask for clean personality, initiative and aggressiveness. In his association with us, such a man is assured the fullest support and co-operation, backed by a personal advertising service of known success.

Applications should be made *in writing only*, giving full facts regarding experience, age and other necessary data.

**HELLER-BARNHAM, Essex Building, Newark, N. J.**

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, MARCH 12, 1914

**"Local Senti-** Why did na-  
**ment" Has Its** tional advertising have to wait

**Drawbacks** until the Nineteenth Century to be discovered? Well, for one reason, it couldn't happen until men gave up thinking that the dwellers in the next county were aliens. One cannot imagine an advertising campaign in the age of feudalism. As long as a State line was a barrier, and the trans-Mississippi region "wild and woolly," it was impossible to regard selling as anything but a local proposition.

Those few remarks are not the prelude to a sociological disquisition; they are meant simply to suggest, as briefly as possible, that attempts to persuade people to buy goods "made at home," and to boycott goods which happen to be made elsewhere, belong to an earlier era. The most recent case of this kind which has come to our notice is the campaign of the "700,000 Booster Club" of Los Angeles, to persuade Californians to stick to California products. We mention this specific case, not because it is any worse

than another or any different in principle, but because it is handy.

Some of our good friends out there have sought to raise the issue that the Eastern manufacturer is an invader, and that California products should have the preference. So they should, when they represent better values than Eastern products. Otherwise not. If the East can make better shoes and better clothing than California can at the price California would do better to let the East furnish those commodities, while she turns her attention to some of the things she can do better. There are plenty of the latter: we can think off-hand of dried and preserved fruits, wines, seeds, olives and olive-oil, and several varieties of fish not found on other coasts. Indeed we know of at least two brands of California fruits and vegetables which have "invaded" the East, and California tinned fish and chocolate can be had from good dealers in most large cities.

No section of the country really wants to stand alone. California wants Eastern people to winter with her, and to build homes in Pasadena and Redlands; she wants Eastern visitors for her exposition. That state of affairs isn't peculiar to California, for much the same thing is true of New England, or the Northwest, or the South.

As A. D. Porter, publisher of *The Housewife*, put it in an interview given to the *Pasadena News* (Mr. Porter has a winter home in Pasadena, by the way): "Until the time when California products can compete with Eastern advertised goods, in respect to quality, reputation, and tested worth, they should not be offered in substitution for something of known character." And by the same token, no Eastern goods ought to be substituted for California products which, really represent better values.

On the whole, the consumer can be trusted to settle the whole question in time. She is certain in the end to purchase the goods which appear to her to provide the best value, irrespective of

origin, and the energy expended on behalf of local sentiment will be dissipated. From our point of view it seems that the energy could be much better directed toward securing and holding a broader market for the goods which the locality is best fitted to produce.

**Advertising and Factory Efficiency** Ordinarily speaking, the problems of factory management and methods of production are thought to be outside the field of the advertising man. Comparatively few advertising men pay any attention to the factory cost-sheets or the records of production, and the great majority of factory superintendents pass over the sales reports with a mere glance at the totals. Such a sharp division of interest is quite natural, of course, yet there are times when a mutual understanding is highly important to both, and may be of tremendous advantage to the business as a whole.

The article by Curt A. Wessel in last week's PRINTERS' INK, entitled "Methods Which Have 'Won Out' for New Tobacco Brands," is suggestive of this very point, though its significance does not immediately appear upon the surface. The marked success which the tobacco companies have had with local campaigns for particular goods, leaving the equilibrium undisturbed in other localities, indicates that the advertising might be a promoter of efficient production as well as an engine of distribution and sales.

Everybody knows, in a more or less general way, that factory efficiency depends upon the maintenance of a steady "production curve." Laying off men and taking them on again, shifting employees from one kind of work to another, starting and stopping machinery to keep pace with the fluctuations of spasmodic demand, are fatal to the maintenance of an altogether satisfactory rate of production. The most profitable factory management is possible only when the demand for the goods is stable, and the factory

can strike a steady gait and keep it up.

Most concerns make goods of different grades and qualities, if not goods of different kinds. Many of these concerns have factories located in different places, or at any rate, separate departments of the same factory are engaged in making different classes or grades of the product. Part of the profits depend upon maintaining the highest efficiency in each of these departments or in the separate factories. Each department is responsive to the demand for its product, and any rapid falling off or increase (either one) in the demand tends to destroy the equilibrium of the whole organization.

By a little study of conditions in his own factories, an advertising manager can do much to help maintain the balance of production which seems most efficient, just as the tobacco companies build up demand for 15-cent cigarettes in territories where it is weak, without at the same time giving 15-cent cigarettes undue prominence in places where the demand for them is already satisfactory. For example, a concern may be making a laundry soap, a toilet soap and a washing powder. To keep up the most efficient rate of production it is necessary, let us say, to turn out three cans of washing powder for every two bars of laundry soap, and at the same time to produce a single cake of toilet soap. All three products are nationally advertised.

If the advertising manager knows this 3-2-1 ratio, and if he pays attention to the factory records, he will find himself in a position to help keep down the cost of production. Moreover, he is likely to find the factory records of use in helping him decide where to stage local campaigns, and how much energy to put into them. How rapidly the sphere of the advertising man's influence is widening, is becoming every day more apparent. The foregoing is only another illustration of the fact that advertising, instead of being merely an

"adjunct," is an integral part of a business, and when properly directed is not without its influence upon all the other parts, no matter how widely they may seem to be separated.

**Publicity  
Helps in  
Vigilance  
Work**

legitimate advertising? Some have thought that it does. They agree that the vigilance movement in itself is a splendid thing, but they decry the publicity given to it on the ground that legitimate advertisers are likely to stay out of the columns of publications which devote editorial space to exposing the evil. "People who read those particular publications," they say, "get the idea that there is something questionable about all advertising. So the space ceases to pull, and advertisers drop out."

Fortunately enough, figures are available which entirely disprove such a contention. Publications which have maintained the highest standards in the acceptance of copy have pretty uniformly been going ahead, and most of them have not been at all reticent when it came to talking about the sort of business they refused to carry. One such paper, the Chicago *Tribune*, in addition to carrying on a campaign against fake doctors with the widest publicity its own columns could give it, announces the following list of advertising which it will not accept:

- "A—Loan sharks.
- "B—Fake furniture sales.
- "C—Medical:

1. Prescription advertisements.
2. Trusses.
3. Flesh builders.
4. Fat reducers.
5. Bust developers.
6. Eye remedies.
7. Stomach remedies.
8. Liquor or tobacco habit cures—to be taken at home.
9. Rheumatism cures.
10. Guaranteed cures of any kind.

**"D—Dentists.**

**"E—Financial and land advertisements:**

1. Speculative financial advertisements.

2. Stock propositions offering extravagant returns.
3. Loan and credit companies charging usurious interest.
4. Fake mining stock.
5. Irresponsible land company advertising.
6. Irresponsible real estate concerns.
7. Fraudulent land advertisements.

"F—Fake clothing sales. Fake raincoat sales.

"G—Whiskey advertising.

The list is a formidable one, and includes many lines of business which may be regarded as "on the edge." All of this business has been eliminated during the past three years, and the paper has not been quiet about it, to say the least. Did the *Tribune* lose legitimate advertising because of the publicity it gave to its own efforts to get rid of the other kind? It did not; 1912 showed a gain of 1,657.40 columns over 1911, and 1913 brought an increase of 3,936.27 columns over 1912.

Of course, there is a certain kind of publicity which might render the vigilance movement highly obnoxious. We refer to the sensational, muck-rakish sort of publicity which brandishes a handful of petty convictions and shrieks "how rotten everything is." Such a programme undoubtedly would tend to drive business away from the paper which indulged in it, but we do not know of any publication making a serious bid for advertising patronage which does indulge in it. The friends of the vigilance movement need fear no serious disaster from a sober and rational handling of the facts.

**MacAlpine With Lidgerwood  
Mfg. Co.**

C. K. MacAlpine, who for the past seven years has been advertising manager of the Ernst Wiener Company, and who has been associated with the Wiener Machinery Company and the Hoevel Sandblast Machine Company, is now connected with the Lidgerwood Mfg. Company, of New York, manufacturers of hoisting machines, electric hoists, cables and logging machinery.

The Old Colony Shoe and Leather Advertising Men's Club of Brockton, Mass., has voted to affiliate with the A. A. C. of A.

# Lesan

## To Exploit the Taylor Nursery

¶ Women's magazines exclusively and a large list of newspapers in the middle West, are to be used by the Taylor Nursery Baby Bed Company, Brooklyn, N. Y.

¶ The advertising is to be supervised by Mr. J. D. Bower, the president of the company, together with Mr. Howard E. Spaulding, of the Lesan organization. Mr. Spaulding was formerly sales and advertising manager of the Taylor Nursery, and is still connected with it as vice-president and stockholder. He was for five years with the Dry Goods Economist and the same length of time with the Curtis Publishing Company, so that his experience qualifies him to handle any manufacturer's advertising account in its various ramifications. Mr. Spaulding would be glad to explain the campaign in detail to any one sufficiently interested to request him to call.

The Taylor Nursery Baby Bed Company manufactures the Taylor Nursery, a crib, the body of which goes over the ordinary bed, and the feet under the bed; the Taylor Bedlette, a regular high side crib with the Safety Hood attached; the Tub in Tub, a folding tub that goes inside the regular bath tub. A full line of accessories for these three articles are also sold by this company.

¶ Mr. Dave E. Bloch, manager of our Service Department, will handle the copy end of the campaign. The account promises to be a very interesting one and manufacturers are invited to observe the advertising in the magazines and newspapers.

H. E. Lesan Advertising Agency

Four-Forty Fourth Avenue, New York City  
Old Colony Building, Chicago

## What Are Exclusive Agencies Worth?

(From the *Wooltex Monthly*)

**F**IVE years ago the possessor of the Packard Automobile agency in Chicago refused a cash offer of \$50,000 for the agency rights. To-day the value of this agency is far greater; it might easily be a good investment at \$200,000.

The agency for the Steinway piano in Cleveland is considered worth \$100,000. It would be a good investment at that price, for the fortunate possessor of that agency makes many thousands annually from the sale of Steinway pianos themselves. And besides this he gets from the Steinway agency a prestige in musical matters that makes his total business the leader in the city.

One of the Cleveland merchants that sells Hart, Schaffner & Marx clothing said recently: "I would give \$30,000 in cash for the exclusive sale of Hart, Schaffner & Marx clothing for a period of ten years in Cleveland. I should be willing to give a bonus of \$1,000 a year for the exclusive rights to sell the Cluett-Peabody line of shirts and collars in this city."

Referring again to Hart, Schaffner & Marx clothing, this merchant said that had he taken hold of this advertised line of men's outer garments 15 years ago, he believed that the exclusive rights for Cleveland would to-day be worth \$50,000 in cash.

The firm that controls the sale of Walkover shoes in Cleveland would not transfer the exclusive rights in this shoe for anything under \$50,000. By diligently pushing the Walkover shoe, this concern has worked up a business on it that is valuable in profits each year and this \$50,000 is purely additional transfer value.

A few years ago a merchant in Illinois, who controlled the sale of Wooltex in his town, wished to sell his business. He found a buyer who said to him:

"I am willing to give you \$21,000 for your merchandise and

good will, providing you can also turn over to me the Wooltex agency for this town."

The prospective buyer went on to say that without the Wooltex agency he would not pay more than \$15,000 for the business.

Moreover, the best offer from any one else for the stock without the Wooltex agency was \$15,000.

In other words, this man found that the Wooltex franchise in that town, with its prestige and its trade-drawing power, was worth \$6,000 in cash, and he sold his business on that basis.

Two young women in a town of 20,000 people made in cold hard cash, \$8,000 from the profits of their Wooltex agency in less than eighteen months, and are still making money at the same good rate.

From a town of 10,000 people, three merchants hurried to Cleveland to secure the Wooltex agency when it became open through the removal of its possessor to another part of the country. Two of them had had the chance two years before, and had turned it down—the third one obtained the prize because he had clerked for the former owner.

Wooltex is a line that is well and favorably known by women all over America. It is a line that carries with it, as an additional asset, a franchise of actual, ever-increasing cash value.

## Syndicate Ads for Canadian Weeklies

Twenty-six advertisements designed to stimulate local advertising in rural weekly newspapers will be prepared by the Canadian Press Association and offered to members, provided 100 or more members will agree to publish the series in their respective newspapers on dates that will be arranged as a regular schedule for the entire Dominion.

The twenty-six advertisements in this series will be written by John C. Kirkwood. Mr. Kirkwood was a member of the Committee which prepared the advertisements that have been running in 100 daily newspapers throughout Canada during the past two years.

Miss L. D. Krause, formerly assistant to William C. Freeman, has been appointed office manager of the New York *Globe's* advertising department.

# 100% Trust

LIFE received a cancellation for one of its finest accounts recently, due to an unfortunate occurrence.

Explanations followed and the agent handling the account said, "We trust you 100%; reinstate the business."

This tribute of confidence is worth many times the value of the reinstated account to LIFE.

31 years in business, the base of which is an unbreakable policy for right first—has earned for LIFE a confidence and trust which is more than an asset; it is a priceless sentiment.

Life without sentiment would be a burden; without trust a failure. We combine them in our business and make LIFE the happiest of all magazines.

Happiness brings success, which is just another reason why LIFE is gaining more new accounts than ever in its 31 years.

Gee. Bee. Are.

LIFE'S Advertising Manager, West 31st Street, No. 17, New York  
B. F. Provandie, Western Manager, Marquette Building, 1537, Chicago

# Cosmopolitan

A  
Great  
Adver-  
tising  
Medium

**\$1000**  
A PAGE

## MARCH MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES FOR  
MARCH(Exclusive of publisher's own  
advertising.)

	Agate	Pages.	Lines.
Cosmopolitan .....	144	32,256	
Review of Reviews.....	118	25,470	
World's Work .....	101	22,786	
Sunset—The Pacific.....	101	22,624	
Everybody's .....	94	21,175	
McClure's .....	91	20,398	
Harper's .....	88	19,768	
Metropolitan (cols.).....	112	19,188	
Hearst's .....	84	18,984	
American (cols.).....	113	16,299	
Scribner's .....	70	15,680	
Current Opinion (cols.)...	100	14,049	
Century .....	60	13,440	
Munsey's .....	58	13,020	
'Popular .....	47	10,528	
Home Life (cols.).....	61	10,065	
Atlantic Monthly .....	42	9,408	
Red Book .....	41	9,184	
American Boy (cols.)....	42	8,500	
Ainslee's .....	37	8,288	
Argosy .....	34	7,784	
Wide World .....	33	7,504	
Strand .....	28	6,328	
Overland .....	27	6,160	
Lippincott's .....	27	6,048	
Boy's Magazine.....	32	5,818	
Bookman .....	25	5,768	
St. Nicholas .....	22	5,040	
Blue Book .....	22	4,928	
All Story .....	20	4,592	
Smith's .....	16	3,696	
Smart Set .....	12	2,854	

\* 2 issues.

VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES(Exclusive of publisher's own  
advertising.)

	Agate	Columns.	Lines.
*Vogue .....	571	90,297	
Ladies' Home Journal ....	173	34,613	
Good Housekeeping Maga- zine (pages) .....	145	22,664	
Pictorial Review .....	136	27,300	
Woman's Home Companion 117	117	23,502	
Delineator .....	107	21,589	
Harper's Bazar .....	125	21,000	
Mother's Magazine .....	132	17,957	
Designer .....	89	17,800	
Woman's Magazine .....	88	17,766	
Ladies' World .....	88	17,600	

*This Month*

the half page we do  
not pay for is a  
much better adver-  
tisement for us than  
it was last month.

Our position in this  
list was in

March 1912—23rd

March 1913—13th

and now in

March 1914 we stand

8th

and it's all cash ad-  
vertising except  
two advertisements  
measuring 564  
lines.

# METROPOLITAN

*"The Liveliest Magazine in America"*

J. MITCHEL THORSEN  
Advertising Manager

## PRINTERS' INK

	Agate Columns.	Lines.
People's Home Journal.....	83	16,769
Modern Priscilla .....	96	16,128
McCall's .....	116	15,650
Holland's Magazine.....	74	14,085
Housewife .....	67	13,500
Woman's World .....	68	11,987
People's Popular Monthly..	57	10,686
Needlecraft .....	32	6,119

\* 2 issues.

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES AND  
CLASS ADVERTISING**(Exclusive of publisher's own  
advertising.)

	Agate Pages.	Lines.
Motor (cols.) .....	390	65,654
Country Life in America (cols.) .....	281	47,324
System .....	209	46,984
Motor Boating (cols.).....	279	46,982
Vanity Fair (cols.).....	187	29,625
Popular Mechanics.....	125	28,056
Architectural Record .....	117	26,208
Garden (cols.) .....	145	20,386
Suburban Life (cols.).....	113	19,210
House & Garden (cols.).....	129	18,180
Popular Electricity .....	76	17,192
Craftsman .....	67	15,008
House Beautiful (cols.)...	106	14,883
Outing .....	58	13,007
Field & Stream .....	49	11,089
Theatre (cols.) .....	64	10,836
Physical Culture .....	46	10,385
American Homes & Gardens * (cols.) .....	47	8,001
International Studio (cols.)	56	7,926
Outer's Book .....	33	7,434
Travel (cols.) .....	52	7,400
Outdoor Life .....	28	6,328
Outdoor World & Recre- ation (cols.) .....	40	5,717
Arts & Decoration (cols.)	40	5,600
Extension Magazine (cols.)	29	4,640

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**(Exclusive of publisher's own  
advertising.)

	Agate Pages.	Lines.
*Canadian Courier (cols.)	173	32,932
MacLean's (cols.) .....	204	28,560
Canadian Ladies' Home Journal .....	125	25,000
Canadian Magazine .....	95	21,280

\* 4 February issues.

**VOLUME OF ADVERTISING IN  
LEADING WEEKLIES IN  
FEBRUARY**  
(Exclusive of publisher's own  
advertising.)

	Agate Columns.	Lines.
Feb. 1-7		
Saturday Evening Post..	124	21,135
Literary Digest .....	95	13,821
Scientific American .....	35	7,192
Christian Herald .....	39	6,720
Life .....	46	6,565
Collier's .....	33	6,377
Town & Country.....	29	4,990
Forest & Stream.....	33	4,858
Leslie's .....	18	4,629
Associated Sunday Mags.	18	3,253
Youth's Companion .....	15	3,180
Churchman .....	19	3,120
Illustrated Sunday Mag.	15	2,895
Outlook (pages) .....	12	2,800
Judge .....	14	2,002
Harper's .....	6	1,062

Feb. 8-14

Saturday Evening Post..	120	20,540
Literary Digest .....	96	18,476
Town & Country.....	79	13,396
Collier's .....	48	9,209
Life .....	39	5,516
Leslie's .....	25	5,081
National Sunday Mag...	27	4,735
Scientific American .....	23	4,689
Christian Herald.....	24	4,300
Associated Sunday Mags.	23	4,078
Forest & Stream.....	24	3,598
Outlook (pages) .....	15	3,528
Churchman .....	20	3,360
Youth's Companion .....	15	3,060
Illustrated Sunday Mag.	15	2,820
Judge .....	15	2,100
Harper's .....	8	1,844

Feb. 15-21

Saturday Evening Post..	153	26,010
Collier's .....	60	11,442
Literary Digest .....	79	11,120
Town & Country.....	47	7,914
Christian Herald.....	31	5,376
Illustrated Sunday Mag.	29	5,345
Youth's Companion .....	22	4,400
Life .....	29	4,136
Leslie's .....	20	4,085
Scientific American .....	18	3,644
Forest & Stream.....	22	3,468
Churchman .....	18	3,278
Outlook (pages) .....	12	2,898
Associated Sunday Mags.	15	2,775
Harper's .....	12	2,016
Judge .....	13	1,708

## A Merchandiser's Autobiography

¶ As manager of European sales at London for an American manufacturer known the world over, I was brought into contact with a diversity of situations calling for right analysis and real solutions.

¶ Returning to this country, I searched through the trade of Greater New York, investigating the market for a well-known food manufacturer. Naturally I came to know the kinks of distribution—the characteristics of the East Side, the peculiar demands of the Upper West Side.

¶ This work led me to accept commissions in connection with department store selling and advertising for three years. There are turns to the department store situation which many advertisers are busy trying to learn.

¶ And then, I entered the selling and advertising department of one of the largest houses in the world of any kind, making branded goods. It is located in the Middle West. I often "subbed" for the "chief," handling the great range of advertising—magazine copy, house organ, folders by the score and often on the minute (one four-page folder I laid out and wrote in twenty minutes). After three years there and knowing the man above me to be firmly established, I have come to New York, confidently throwing my experience on the open market, with conviction that in this great city—where Mr. Idea always is in demand—someone can find a good use for the experience sketched above.

¶ Of course, formalities like references are easy to comply with. A living salary (I'm married) though nothing extravagant, is expected. I mean to get on in New York or its vicinity, with some manufacturer or agent or merchant. Address, "U. T.", Box 163, care PRINTERS' INK.

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Feb. 22-28	Columns.	Agate Lines.	Pages.	Agate Lines.
Saturday Evening Post..	110	18,839	15. Canadian Ladies' Home Journal (cols.).....	125 25,000
Outlook (pages) .....	69	15,666	16. Woman's Home Companion (cols.).....	117 28,502
Literary Digest .....	91	12,823	17. World's Work.....	101 22,786
Christian Herald .....	54	9,240	18. Sunset—The Pacific.....	101 22,624
Town & Country.....	52	8,908	19. Delineator (cols.).....	107 21,589
Collier's .....	39	7,495	20. Canadian Magazine.....	95 21,280
National Sunday Mag... .	35	6,044	21. Everybody's .....	94 21,175
Life .....	35	4,917	22. Harper's Bazar (cols.).....	125 21,000
Leslie's .....	21	4,388	23. McClure's .....	91 20,398
Associated Sunday Mags. .	20	3,745	24. Garden (cols.).....	145 20,386
Scientific American .....	18	3,667	25. Harper's .....	88 19,768
Forest & Stream.....	22	3,297	* 2 issues.	
Youth's Companion.....	16	3,220		
Illustrated Sunday Mag. .	14	2,560		
Harper's .....	13	2,184		
Judge .....	13	1,840		
Churchman .....	10	1,677		

**Totals for February**

Saturday Evening Post.....	76,524
Literary Digest .....	50,740
Town & Country.....	35,208
Collier's .....	34,523
Leslie's .....	26,233
Christian Herald .....	25,536
Outlook .....	24,822
Life .....	21,138
Scientific American .....	19,192
Forest & Stream .....	15,151
Youth's Companion .....	13,880
Associated Sunday Magazines	13,846
Illustrated Sunday Magazine	13,550
Churchman .....	11,035
National Sunday Magazine..	10,779
Judge .....	7,650
Harper's .....	6,806

**RECAPITULATION OF ADVERTISING IN MONTHLY MAGAZINES**

(Exclusive of publishers' own advertising.)

	Agate Pages.	Agate Lines.
*1. Vogue (cols.).....	571	90,297
2. Motor (cols.).....	390	65,654
3. Country Life in America (cols.).....	281	47,824
4. System .....	209	46,984
5. Motor Boating (cols.)....	279	46,982
6. Ladies' Home Journal (cols.) .....	173	34,613
7. Good Housekeeping Magazine .....	145	32,664
8. Cosmopolitan .....	144	32,256
9. Vanity Fair (cols.)....	187	29,625
10. MacLean's (cols.)....	204	28,560
11. Popular Mechanics....	125	28,056
12. Pictorial Review (cols.)	136	27,300
13. Architectural Record..	117	26,208
14. Review of Reviews....	118	25,470

**Publish House-Organ in a Trade Paper**

Marks & Brown, Inc., custom tailors of Chicago, Ill., are using a page every month in *The National Cleaner & Dyer*, of Chicago, the sole publication of the dry cleaning and dyeing trades, and are giving over this space to "Tailordom," a sort of house-organ whereby they interest dry cleaners and dyers in their agency proposition. Marks & Brown, Inc., supply the facilities for a dry cleaner or dyer, to whom so much clothing is brought regularly for renovation, to equip his establishment with a custom tailoring department for genuinely new business.



The high quality of the circulation, together with the constantly increasing paid subscription list, makes LIPPINCOTT'S THE BEST BUY for advertisers among the higher priced magazines of national circulation.

Statement sent upon request.

**Philadelphia**NEW YORK  
156 Fifth Ave.

CHICAGO

1313 Marquette Bldg.

Agate  
Lines.25,000  
23,502  
22,786  
22,624  
21,589  
21,280  
21,175  
21,000  
20,398  
20,386  
19,768

## We'll Help You Get Your Goods in the Stores Here

Sunset knows the retailers of the Pacific Coast States, just like one good neighbor knows another—keeps them informed about the trade conditions, sales events, newcomers in the local advertising field, and other things near the heart of a dealer.

An introduction through Sunset will get you in solid with this tremendous buying army—will help your sales force and secure aggressive co-operation behind the counter.

# SUNSET

## The Great Pacific Monthly

will gladly give this introduction to its advertising patrons. With mutual effort on the retail trade and persistent advertising in Sunset, any manufacturer with quality goods can bank on securing a big, permanent, consumer following.

This magazine has the grip on the public, "beyond the Rockies." The time to come out here is NOW—before the stir—before your competitor arrives.

*"Get Here Before the Canal Opens"*

### TALK PAGE COPY—\$200

Just address like this:

**Sunset—The Pacific Monthly**

Wm. Woodhead, Business Mgr., San Francisco

Or the Eastern Offices:

Chicago—55 West Jackson Blvd., L. L. McCormick, Mgr.

338 Marquette Building, G. C. Patterson, Mgr.

New York—302 Times Building, W. A. Wilson, Mgr.



**"PRINTERS' INK'S" FOUR-YEAR RECORD OF  
MARCH ADVERTISING**

	1914	1913	1912	1911	Total
Cosmopolitan . . . . .	32,256	38,427	36,573	29,624	136,880
Review of Reviews . . . . .	25,470	25,594	29,568	32,430	116,213
Everybody's . . . . .	21,175	28,755	27,734	36,904	114,568
Sunset . . . . .	22,624	27,944	37,876	23,352	111,796
McClure's . . . . .	20,398	21,755	27,682	30,506	100,341
World's Work . . . . .	22,786	26,456	24,038	25,620	98,900
American . . . . .	16,229	20,122	17,602	26,264	80,217
Scribner's . . . . .	15,630	15,176	18,662	23,107	72,625
Munsey's . . . . .	13,020	15,009	21,161	23,072	72,262
Harper's Monthly . . . . .	19,768	14,756	15,092	16,884	66,500
Century . . . . .	13,440	10,060	15,680	18,144	57,324
Current Opinion . . . . .	14,049	13,015	12,740	15,008	54,812
Hearst's . . . . .	18,984	16,143	6,328	8,078	49,533
Metropolitan . . . . .	19,133	11,195	7,710	8,400	46,438
Red Book . . . . .	9,184	9,638	12,544	12,096	43,462
Argosy . . . . .	7,784	8,402	11,200	11,984	39,370
Atlantic Monthly . . . . .	9,408	8,624	11,123	8,594	37,749
Ainslee's . . . . .	8,288	6,272	10,050	9,576	34,216
American Boy . . . . .	8,500	7,202	6,702	9,386	31,790
Lippincott's . . . . .	6,048	5,712	9,184	6,608	27,552
Boy's Magazine . . . . .	5,813	5,824	6,640	5,404	23,681
All-Story . . . . .	4,592	4,480	6,720	7,560	23,352
St. Nicholas . . . . .	5,040	6,090	5,320	3,304	19,754

339,669    349,751    377,959    391,955    1,459,334

**WOMEN'S MAGAZINES**

Vogue . . . . .	90,297	89,468	64,698	65,728	310,191
Ladies' Home Journal . . . . .	34,613	36,027	31,799	41,600	144,039
Good Housekeeping . . . . .	32,664	32,643	26,243	27,784	119,334
Woman's Home Companion . . . . .	23,502	28,290	32,659	33,020	117,471
Delineator . . . . .	21,589	25,064	27,722	27,000	101,375
Pictorial Review . . . . .	27,300	21,900	19,725	19,400	89,325
Designer . . . . .	17,800	20,392	25,021	23,900	87,118
Woman's Magazine . . . . .	17,766	20,219	24,907	23,600	86,492
Modern Priscilla . . . . .	16,128	17,976	19,103	21,140	74,347
Ladies' World . . . . .	17,600	21,200	16,600	17,836	73,236
McCall's . . . . .	15,650	18,330	17,286	17,076	68,342
Mother's Magazine . . . . .	17,957	16,745	15,815	15,758	66,275
Peoples' Home Journal . . . . .	16,769	14,399	14,100	12,738	58,006
Woman's World . . . . .	11,987	18,775	12,641	15,222	53,535
Housewife . . . . .	13,509	12,700	8,786	8,454	43,449
Harper's Bazar . . . . .	21,000	6,082	6,550	9,600	43,232

396,181    395,210    363,555    379,856    1,534,752

**CLASS MAGAZINES**

Motor . . . . .	65,654	77,868	76,230	75,852	295,604
Motor Boating . . . . .	46,982	57,708	55,818	45,106	205,614
Country Life in America . . . . .	47,324	45,388	54,109	*55,440	202,261
System . . . . .	46,984	44,128	48,258	37,940	177,310
Popular Mechanics . . . . .	28,056	30,772	29,344	23,184	111,356
Suburban Life . . . . .	19,210	21,432	23,970	21,820	86,432
Garden . . . . .	20,386	21,836	18,865	20,458	81,045
House & Garden . . . . .	18,180	21,140	20,880	19,589	79,789
House Beautiful . . . . .	14,883	15,602	21,091	13,892	65,468
Popular Electricity . . . . .	17,192	16,296	12,880	14,126	60,494
Outing . . . . .	13,007	13,496	12,292	12,132	50,927
Theatre . . . . .	10,836	11,760	11,393	9,730	43,719
International Studio . . . . .	7,926	9,040	9,800	13,580	41,246
Physical Culture . . . . .	10,385	10,339	8,848	8,064	37,686

387,005    397,205    403,778    370,918    1,588,901

**FEBRUARY WEEKLIES**

Saturday Evening Post . . . . .	76,524	81,702	79,480	72,360	310,066
Literary Digest . . . . .	50,740	46,798	48,608	39,225	185,371
Collier's . . . . .	34,523	48,112	42,814	43,941	169,390
Town & Country . . . . .	35,208	44,456	43,848	38,253	161,765
Outlook . . . . .	24,822	29,056	35,750	38,568	128,196
Life . . . . .	21,133	27,079	†29,301	24,335	101,848
Leslie's . . . . .	26,233	19,743	†30,676	24,710	101,382

269,183    296,946    310,477    281,392    1,157,998

Grand total..... 1,871,988    1,489,112    1,455,769    1,424,116    5,890,985

† 5 issues.   \* 2 issues.

OF

Total	
36,880	
16,219	
14,568	
11,796	
00,341	
98,900	
80,217	
72,625	
72,262	
66,500	
57,324	
54,812	
49,588	
46,438	
43,462	
39,370	
37,749	
34,216	
31,790	
27,558	
23,681	
23,382	
19,754	
59,384	
10,191	
14,039	
9,834	
7,471	
11,376	
18,325	
17,113	
6,492	
4,347	
3,236	
8,349	
6,275	
8,006	
3,525	
3,449	
3,232	
4,753	
5,604	
5,614	
2,261	
7,310	
1,356	
6,428	
1,045	
3,789	
5,468	
4,494	
9,927	
6,719	
1,246	
7,688	
3,801	
0,066	
3,711	
3,90	
,765	
,196	
,848	
,363	
,998	
,985	

# "W *plus* W"

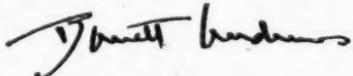
## Women *plus* Wealth

WHENEVER you think of Vogue, think of "*W plus W*" and, for a perfect proof of what Women plus Wealth can do, look at Vogue itself—or, if no copy of Vogue is at hand, look at the figures on the left hand page.

Vogue's lead of 55,684 lines over the next women's magazine—

Vogue's lead of 58,041 lines over the leading general monthly magazine—

—ought to convey to you, more clearly than words, what "*W plus W*" can do in lifting a magazine to the head of the field and keeping it there.



Advertising Manager



443 Fourth Ave. New York City

## How General Vehicle Solved Its Big Problems

*(Continued from page 12)*  
 filled the order, but it would not furnish a guarantee. On account of the overhang it would have been possible to load the trucks beyond their tested proper capacity, and this would probably have been done as a regular daily thing.

The company does not feel that it is good business to take chances; it wants its guarantee to mean something. In the long run the reputation of the car and the sales accruing from the reputation are going to be based on performance. It is all-important to have the conditions in each case thoroughly understood. Standardization facilitates this, but every departure from standard impairs it.

### CHASSIS DESIGNS FAIRLY RIGID

It is notable that in most cases where patrons wish these variations from standard they come back to standard on their subsequent orders. The reason is that the standard of each capacity or type represents the best results of closely studied experience. Improvements are made from time to time as widening use under greater variety of conditions modifies technical requirements. With the General Vehicle Company the chassis designs for the six types are approximately rigid; they have varied very little during the latter half of the company's life, based as they necessarily were on physical conditions and mathematical laws.

It is the superstructure that permits of variations, often extreme. In the brewery trade, for instance, some brewers use their trucks for both barrels and bottled goods; others send them in separate vehicles. Some stand their barrels upright in the truck, some lay them on their side and some cant them. In New York beer is moved in half barrels or kegs, in many Western cities in full barrels only. Efficiency and minimum cost demand proper ac-

commodation of design to practice. In an industry built on so technical a profession as that of electrical engineering, these costs are figured out to the fourth decimal place.

Or ought to be, all of them, judged by what the leaders are doing. It is notorious, however, that a large proportion of makers have not done so, and that the industry as a whole has been woefully lax in respect to the guarantee. And therefore it is likely that though the conservative policy of the General Vehicle Company may have cost it sales in some quarters, nevertheless among the large interests it has been more of a recommendation than otherwise. And now that the demonstration has been made and the industry is settling down to a better basis, it is likely that its example will be widely followed.

*(To be continued)*

## Oil Company Sues to Settle Trade-Mark Question

The question as to whether a trademark owned by a company which has gone out of business is property free to all, or whether it can be transferred to some one else by the former heads of such a company, is the basis of a suit between the Texas Oil Co., and the Standard Oil Co. The dispute is based upon the assignment of the trade-mark "Star Oil" to the Texas Co., by Mathers Brothers, of Albany, N. Y., which firm went out of business just previous to the date of the assignment. The "Star" trade-mark was allowed by the Patent Office, when the Standard Oil Co. applied for a registration, but the Texas Co. commenced an interference suit in the Patent Office. Testimony began on January 27, and the suit will be fought out in the New York Federal courts.—*Automobile Topics*.

## Cowen Company Gets Y. & E. Account

The account of the Yawman & Erie Mfg. Company, Rochester, will hereafter be handled by the Cowen Company, New York. Marquis Regan, who at one time was advertising manager of Yawman & Erie, now with the Cowen Company, will handle the account.

## Erie Advertising Man Dies

De Witt E. Brown, advertising manager of the Erie Railroad Company, died on March 2 at the home of his father in Montclair, N. J. Mr. Brown was 28 years old.

## Ford Plan "Dissected" in Grand Rapids

The Grand Rapids Advertisers Club is devoting its meetings in March to a "dissection" by professional men of "The Ford Ten-Million-Dollar Policy."

On March 3 three Grand Rapids physicians gave their ideas of the policy. Among them was Dr. Burleson, who compared Mr. Ford to Andrew Carnegie, from the view-point of altruism, and likened him to P. T. Barnum, in an advertising way. He thought that Mr. Ford would outlive both Carnegie and Barnum in the recollection of ad men. He suggested that the Ford policy might tend to demoralize labor conditions and even react against Mr. Ford. On March 10 several attorneys spoke on the subject and on March 17 it is planned to have a number of Grand Rapids business men give their views. March 24 will be reserved to allow advertising men to tell what they think of the Ford plan.

## Publications for South Bend Watch List

The list of publications used in the 1914 campaign for the South Bend Watch is announced by the South Bend Watch Company as follows:

*Collier's, Literary Digest, Saturday Evening Post, Cosmopolitan, Metropolitan, American, Railroad Man's*

*Magazine, Railway Trainmen, Railway Conductor, Telegrapher, Locomotive Firemen, Locomotive Engineer, Successful Farming, Orange Judd Farmer, Southern Farming, New England Homestead, Northwestern Homestead, American Agriculturist, Country Gentleman, Kansas City Star, Rock Island Magazine, Santa Fe Magazine, Milwaukee System Magazine, Illinois Central Magazine, Pere Marquette Magazine.*

The South Bend Watch Company, in a trade-paper advertisement, says that the combined circulation of these publications is 7,000,000.

## "Dutch Boy" Painter Appears in Technical Ads

Technical papers are carrying a familiar friend in the shape of the Dutch Boy of the National Lead Company.

In this field the product advertised is Dutch Boy Red Lead in Oil.

A coupon is attached to the advertisement which entitles the sender to a sample of Dutch Boy Red Lead in Oil for examination, together with a booklet giving details and formulas.

## Kennedy with Butterick's

John E. Kennedy is with the Butterick Company in the capacity of market investigator.

# WANTED—IDEAS For Attractive Window Displays

The largest concern of its kind in the world is seeking suggestions for window displays that are unusual as well as artistic. Suggestions must be original and of a character suitable for display in the windows of the jewelry and silverware trade.

Any person with ideas of this kind to sell or concerns with ideas and window-trim material to sell are invited to communicate with "A. M." Box 161, care Printers' Ink.

# The Little Schoolmaster's Classroom

THE advertisement offering the old Canadian Pacific Railway bridge is surely a novelty, and yet the Schoolmaster has a friendly wager that a sale will be made within two and a half months. This advertisement brings to mind the case of a publisher who had a water-tank on his building that he didn't want. The cost of taking it down was, however, considerable. A brilliant thought



## Steel Bridge For Sale

**A**N EXCELLENT OPPORTUNITY is offered to bridge contractors, contractors, or for obtaining a professional steel bridge ready for immediate delivery at a moderate price. This bridge was formerly in use by the Canadian Pacific Railway over the St. Lawrence River between Montreal and Beauport, a double track structure. It is in excellent condition and consists of four spans of the following lengths: 2-40ft; Throughspans: 2-20ft. Deck height: 8'00in. tons.

Tenders for the Purchase of this Bridge will be received by  
**E. N. BENDER, General Purchasing Agent**  
Canadian Pacific Railway Company, Montreal, Quebec

BIG "FOR SALE" AD IN TECHNICAL PAPERS

struck him—why not practise what he daily preached to business men of the community in those very optimistic front-page chats which argued that everything in this world, in the heavens above and the depths beneath, could be accomplished by advertising? Presto! The little ad, announcing that the tank could be had free by anyone who would remove it brought a dozen responses from tankless folks who were eager to get in on the deal.

\* \* \*

Like the great majority of those who read these columns, the

Schoolmaster is often asked the question: "How can I become an advertising man?" Sometimes his advice is asked about specific helps which have been recommended to that end, as the following letter bears witness:

MR. SCHOOLMASTER:

In a recent issue you take a slam at a correspondence school offering a \$35-a-week position (for a limited time). A short time ago I signed up to take this course—the \$35 job was not the bait, however. Do you think I am losing both time and money continuing the course?

Far be it from the Schoolmaster to assert that one must necessarily lose time and money in the course of instruction referred to, or in any other course. The method of "baiting" prospects with a \$35 job for a day or two was all that the Schoolmaster meant to criticize. It is to be hoped, however, that the concern does not recommend its own follow-up as an example of "how to advertise."

\* \* \*

Inquiries of this sort seldom fail to strike a responsive chord with the Schoolmaster, for they remind him of the time when he was facing the same problem, and of an earlier time when Professor Barrett Wendell, of Harvard University, told him to give up all thought of writing because he could never earn his salt with it. Discouragement frequently proves to be a step-ladder when a man is determined to climb it.

"How to become an advertising man" has been answered in a great many different ways, by men who have done it. Some have found correspondence courses of value, others have gained the rudiments from instruction provided by local ad clubs, still others have had opportunities to experiment with advertising in their present jobs. Some have sought subordinate positions in advertising departments and worked up.

\* \* \*

One of the best-known advertis-

ing men of his time made his start by borrowing the exchanges from a newspaper office, studying the ads, and improving on them when he could. He would take the ad of a small-town druggist, for example, write a better piece of copy and send it to the advertiser with a skilfully worded letter offering a regular once-a-week service. In the same way he improved upon booklets and form-letters which fell into his hands. His total

equipment was a desk and his brains. He accumulated his experience as he went along.

By and by he secured more business than one man could handle, and he began to surround himself with young men, many of whom are prominent in advertising circles to-day. The organization developed into a full-fledged advertising agency which wrote one of the most brilliant chapters in advertising history.

## More Profit—Less Work for Agencies

Every time they send their "Newspaper Classified Advertising" to us agencies let us do the work and they make most of the profit.

If you have "Classified" to place for your clients, why not rid yourself of cumbersome details by "cleaning" through this Agency, which is so well equipped with methods and machinery and capable clerks?

Proof of insertion guaranteed or money back.

Ask for our Commission Proposition, Testimonials, and Bulletin 130 containing excellent lists of leading papers that produce best results.

**THE ARKENBERG-MACHEN CO., 234-236 Nash Building  
TOLEDO, OHIO**

*Recognized by the Quoin Club and A. N. P. A.*

## The Largest Premium House in the World

—backed by seventeen years' experience—is ready to plan, install and conduct a premium department for you **WITHOUT CHARGE**, without tying up a cent of your capital in premiums and without requiring you to pay for coupons, stamps, etc., that are never redeemed.

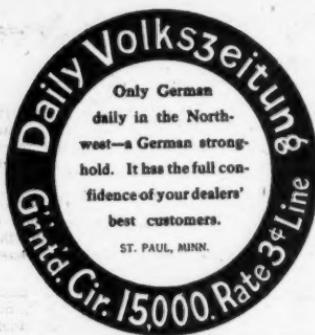
*Worth investigating, isn't it?*

*Lest you forget--do it now.*

**The John Newton Porter Company**

John Newton Porter, President

**Dept. 3a, 253 Broadway, New York**



## Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, NEB.  
Prints nothing but original matter, and  
brings an abundance of articles and items  
of special interest to German-Americans,  
which accounts for the immense popularity  
of the paper in the German settlements  
everywhere.

Sears, Roebuck and Co.'s  
Masterpiece of Value

## THE HARRIS VISIBLE TYPEWRITER

The Harris Vis- \$39.80  
ible Typewriter is beyond question  
the greatest merchandising  
victory we have ever won.

The Harris is standard in  
size and shape—is equipped with Universal keyboard, two  
sets of shift keys, shift lock,  
release key, tabulator, back  
spacer, marginal release, 11-  
inch carriage; writes a line  
9 inches long.

Compare it with any other  
make, regardless of price, and  
judge the value we are offering.  
Write today, requesting Type-  
writer Catalog No. 86P92, which  
describes every detail and  
quotes liberal time payment  
terms.

Sears, Roebuck and Co., Chicago

Sold  
On 30  
Days'  
Trial



In almost any sizable town there are business men who use circulars, booklets or sales letters. The youngster who feels the urge of the advertising sap within him can often pick up some of this practical work to do. His mistakes will teach him more than he is likely to learn in any other way, and they are not likely to be serious if he keeps his feet on the ground. On the mechanical side he can learn the details of type faces, engravings and layouts by using his eyes and ears around a good printing establishment and by studying the advertising pages. When he has gathered some experience and an accumulation of samples, the columns of newspapers and periodicals are open to him and he can use his knowledge of advertising to advertise himself into an agency job or an assistantship. There are plenty of men handling large appropriations to-day who started in that very way.

\* \* \*

The Schoolmaster stands on the side-lines now, but he has taken part in many a scrimmage, and has borne away sundry scars as mementos. He sets it down as his honest opinion that the best way to become an advertising man is to be one. Somebody can always be found who is willing to let the youngster try his hand, if it is only the local grocer. Preparation is useful (whether it be assimilated by correspondence or resident instruction) but practice is more than seven-eighths of the battle. Copy-book rules are interesting reading, but there are usually more cases of exception than there are conditions which follow the rule.

## Direct Advertising to Denver Babies

Every new baby in Denver receives, at once, this letter from Edith Sampson, advertising manager of the Daniels & Fisher department store, care of the baby's mother:

"DEAR LITTLE NEW BABY:

"You've begun to want things before you can talk!

"Perhaps you want a pretty new carriage cover, another best Sunday dress, an extra blanket or a beautiful new rattle!"

"Your mother—who is going to be the most wonderful and wisest person in your world, for many years to come—knows far better than we,—just what you want."

"If she will come into the Baby Department of Daniels & Fisher's she can find everything for you there. These articles are dainty and inexpensive."

"In response to this letter we will sell her a pair of our fine 35 cent silk and wool stockings for you for 23 cents."

"Very truly yours,  
P. S.

"Mother! As this is the first business letter your baby receives, why not keep it among his mementos?"

### "Truth Sunday" in Texas

March 8 was "Truth Sunday" in Texas. A number of ad men devoted a share of their space in the newspapers to explaining that the watchword of the advertising men to-day is "Truth" and that the statements of the organized advertising men of the country are accurate and reliable.

This action was in conformance with a resolution passed by the Associated Ad Men of Texas at their meeting in Greenville, Tex., the week of February 16. At that gathering all of the officers of the association were re-elected and Waco was selected as the next meeting place.

### How Texas Ad Men Will Pay Toronto Expenses

Fort Worth, Tex., Ad Men will have complete charge of a special edition of *The Star-Telegram* June 14. They will gather and write the news, solicit the ads and sign the contracts, edit the copy and make up the paper.

A big percentage of the proceeds from the advertising will go to the Ad Men to defray expenses of a delegation to Toronto for the annual convention of the Associated Ad Clubs of America.



#### "THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

*American Journal of Clinical Medicine*, Chicago, Ill.  
*American Journal of Surgery* • • • • New York  
*American Medicine* • • • • New York  
*Interstate Medical Journal* • • • • St. Louis, Mo.  
*Medical Council* • • • • Philadelphia, Pa.  
*Therapeutic Gazette* • • • • Detroit, Mich.

**ASSOCIATED MED. PUBLISHERS**  
S. D. CLOUGH, Secy., Raviniawood Sta., Chicago, Ill.  
A. D. MCNAUL, Eastern Representative,  
225 Fifth Avenue, New York

## Showed 100% Increase In Seven Months

Since August have been soliciting for a metropolitan daily, increasing its business in my territory nearly 100 per cent in seven months.

I now want to leave the newspaper business and connect with a manufacturing concern as assistant to the advertising and sales manager.

Am anxious to learn the business from the ground up, to know it so well and to become so much a part of it that I will make it my life's work.

Have two years' advertising and sales experience, can write strong human-interest copy and letters and make attractive lay-outs. Have a fair knowledge of campaign planning and practical printing. For a year I successfully managed and edited two country weeklies and a small printing business.

Am a college man—age 28—married. Good presence; clear, concise talker, able to meet big men. A-1 references. Address C. T., Box 162, care of PRINTERS' INK.

## AD-TIP

**No. 25** This is addressed to those advertisers who admit they have some things to learn—whose minds are open to receive new impressions—who are willing to be shown that there are some unique features about the Journal worthy of investigation.

Circulation Daily 13,653  
Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

### Elizabeth Daily Journal

Elizabeth, NEW JERSEY

Population 80,000

P. R. NORTHRUP, Special Representative  
325 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

IT takes a farmer to judge a farm paper—a farmer editor to write one. That is why 62,000 farm homes welcome *The Wisconsin Agriculturist* each week, and why our three editors (all practical farmers) are in such demand as authorities.



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & CO.**, 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER**, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coaltrade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### CIRCULARS MAILED

#### Have You Circulars to Mail?

Then let me mail them to a buying class of people. For further information and rates address, AARON H. JACOBSON, Box 396, Phoebeus, Va.

### FOR SALE

**MATRIX ROLLER MACHINE FOR SALE**, good order. Replaces on account of heavier machine required for the use of dry mats. **GERMAN DAILY GAZETTE PUBLISHING CO.**, Philadelphia, Pa.

**THE UNIVERSAL MAGAZINE**—A splendid monthly magazine that the publishers wish to sell at a very reasonable price. The **UNIVERSAL MAGAZINE** was first issued in June, 1907, and is now nearly seven years old. It is entered at the postoffice as second-class mail matter; is listed in newspaper directories and trade books; the title is protected by trademark patent. The magazine has several thousand subscribers and has paid expenses thus far with subscription money alone. The **UNIVERSAL MAGAZINE** in the hands of a first-class publisher can be issued as a high-class medium or as a mail-order journal. Edition now is thirty-two pages, four columns to the page. A sample copy will be sent on request and the price will be stated. Address, **THE HALE PUBLISHING CO.**, 3550 Vista Ave., St. Louis, Mo.

### HELP WANTED

**OFFICE MANAGER AND CORRESPONDENT**—A young man of energy and good business training as manager of a small office and mail order correspondent; experience with publishing firm desirable. Give full details as to your experience, education, age and salary. Address Box AF-656, care of Printers' Ink.

**WANTED**—A splendid opportunity is open for a man who has executive ability, original ideas, virility and enthusiasm, and can write sales-making letters, to manage the subscription sales department of a large engineering journal. Address, stating full experience, age, qualifications and salary required. Address Box AD-638, care of Printers' Ink.

**OPPORTUNITY FOR YOUNG MAN**—Young man wanted to work in advertising department of big New England House. He should have some experience in writing advertising copy and planning work for printer, be eager to learn and have an aptness for going out in the trade and digging up facts. Salary moderate to start. Address Box 655, Printers' Ink.

**CANADIAN INVESTMENT HOUSE**, dealing in Municipal, Industrial and other Bonds, proposes to start an aggressive press advertising campaign throughout America and Canada, and desires the co-operation of a first-class man to take entire charge of this department. He must be thoroughly experienced in planning and carrying out a very comprehensive scheme of selling. Preference will be given to a young man who can take a financial interest in the Company with a view to becoming a director, if thoroughly qualified for such a position. Address full particulars to "Canada," Box AF-650, care of Printers' Ink.

**SUPERINTENDENT**, competent to manage the practical end of a printing plant with staff of about forty, with Monotype, Composing Room, Platens, Cylinders, and Bindery with folding machine, etc., doing the highest class of booklet and general work with an Art Department in connection. Must have knowledge to make staff produce finest half-tone and process presswork on dull finish and enamel papers and generally run the shop in an efficient manner.

Will pay \$60.00 per week to start, with extra good opportunity to work up to the man with the proper training, or will start a less experienced man with the right qualifications at a lower salary with rapid advancement. Located in aggressive Northeastern city of \$60,000. State age and full experience. Do not apply if you have not good executive ability and progressive ideas. Applications confidential. Box AF-677, care of Printers' Ink.

**Mr. Advertising Manager**—If you know of a capable assistant of a good shop who only needs the opportunity, will you put him in touch with this ad?

**WANTED**—An experienced advertising man for two or three hours per day, to write correspondence to advertisers. Send specimens of letters. Also state salary expected. Address Box AF-657, care of Printers' Ink.

## AGENCY ARTIST WANTED

All around man with ideas of his own as well as ability to execute effectively ideas of copy men. Must be capable of doing first-class work for booklets, folders, etc., as well as magazine and newspaper ads. Excellent opportunity to connect with a fast-growing agency, build up art department and create a splendid future for himself. Reasonable salary to start with, steady increase to right man. State full particulars and salary wanted. Box AF-654, care of Printers' Ink.

**WE SEEK THE SERVICES OF A MAN**  
whose abilities and experience  
have established him

### IN THE DIRECTION OF SALES

A company, one of the largest and most stable manufacturers in the Automobile Industry, desires for a Sales Executive position, a man whose record warrants the immediate assumption of large responsibilities; a man widely experienced in organization along modern intensive lines together with an accurate appreciation of advertising values and broad commercial insight. Experience in the Automobile Industry is not essential. Your communication with us has every assurance of confidential consideration.

Address, Box A. F., 681, Printers' Ink

### MISCELLANEOUS

**Advertising Chewing Gum**  
Makes itching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad-gift. Just the thing for conventions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept.", Cincinnati.

### POSITIONS WANTED

**BOOKKEEPER**—Thoroughly competent; double entry; now accountant of advertising agency about to dissolve. Seven years' experience, partly commercial. N. Y. C. position desired. \$18 to start. Conscientious. Box AF-676, P. I.

**STENOGRAPHER**—Principal experience, present five years position as secretary to president of advertising agency about to dissolve. Have demonstrated am not afraid to work. \$18. LOYA, Box AF-675, Printers' Ink.

**LIVE ADVERTISING MAN** of proven ability desires new connection. Experienced agency writer and solicitor. Valuable training as corporation advertising and sales manager. Well rounded, virile, efficient, dependable. Some art knowledge. Excellent references and unusual samples. Now in Chicago. Will go anywhere. Address Box AF-679, care of Printers' Ink.

**ASSISTANT SPACE BUYER**  
at present working, desires position with reputable agency. Opportunity to grow primary consideration. Can furnish references from present and former employers. Box AF-683, Printers' Ink.

**AN ADVERTISING SOLICITOR** or Manager; seventeen years' successful experience on National Magazines and Trade Papers; now making good, desires broader opportunity. Address PERSISTENT, Box AF-684, Printers' Ink.

**COPY WRITER** with Ideas. One year with agency, writing result-getting newspaper, magazine and booklet copy. Compensation secondary importance to advancement opportunities. Unimpeachable reference. Box AF-686, P. I.

## The Woman Behind the Man

Secretarial-Assistant. Energetic, efficient. Open-eyed and tongue-tied. If interested, write Box AF-666, care of Printers' Ink.

**COULD YOU USE A SUPERINTENDENT OF PRINTING** in your Advertising Department? Now employed in similar capacity. Practical and experienced in the better grades of Printing. Salary \$2500. Box AF-685, Printers' Ink.

### OUTSIDE AD - MAN

Not a "cop chaser"; 8 years' experience; aggressive; knows advertising and copy-writing; large acquaintance; fine record, desires new connection. Address Box AF-683, care Printers' Ink.

**YOUNG MAN**, age 20, desires position at advertising. I. C. S. training. Experience in agency and as assistant to advertising manager. Working knowledge of art, engraving and printing. Money means something, but future means more. Box AF-659, care of Printers' Ink.

**ASSISTANT TO ADVERTISING MANAGER**—Competent live wire executive. Experienced planning and handling, drawings, engravings, catalogues, booklets, trade circulars. Wants to better present position. Can direct work or execute. Box AF-682, care Printers' Ink.

**IN ADV. DEPT. OR ASST. TO ADV. MGR.**  
College graduate, age 23. Has been assistant to advertising manager of magazine and in advertising department of retail stores. Can write convincing copy. Salary secondary to opportunity. Box AF-685, care of Printers' Ink.

**ADVERTISING SOLICITOR**—Experienced, capable and reliable; wide, favorable agency acquaintance over eastern territory, including New England, seeks engagement on well rated general or class publication. Highest endorsements. Address Box AF-682, Printers' Ink.

## Can "Make Good"

Ambitious young man, I. C. S. graduate, of sound advertising ideas, desires position as advertiser or assistant to advertising manager. Is perfectly familiar with printing and engraving methods and has two years' experience in writing and laying out copy for magazines, catalogues, folders, circulars, mailing cards and form letters. Also familiar with follow up systems, checking results, planning sales campaigns and writing collection letters. Doesn't know it all but is a stickler and confident of "making good." Address PROGRESSIVE, Box AF-688, care of Printers' Ink.

**A**DVERTISING MAN—Specialty Central Station publicity. Open to engagement by advertising agency desiring to develop business with central stations, electrical manufacturers and dealers. (FORMERLY EDITOR OF THE G. E. ELECTRICAL ADVERTISER) Address William Morey, P. O. Box 342, New York, N. Y.

**A**SISTANT ADVERTISING MANAGER OR INSPECTOR—Specialist at connective and co-operative advertising, with extensive experience in window and interior decoration, sign and show card work, house to house work, detailing of retailers, etc., desires opportunity to demonstrate his ability. Age thirty, well educated, excellent record. Can assist with copy and supervise entire field work. Box AF-678, care of Printers' Ink.

#### Constructive Advertising and Sales-Manager

Twenty-five years' experience in personal selling and building up national forces from one to 100 men. Twenty-five years' experience in practical advertising that secures profits from accumulative demand. Prefer one-man business with salary depending on results. Box AF-663, care of Printers' Ink.

#### WRITING AND DESIGNING DEPARTMENT HEAD

Since September, 1909, have been with one of the leading New York Agencies. Am writing for well known accounts, designing layouts and illustrations (graphic sketching ability), buying art, printing, engraving. Wish to make new connection before April 1st. New York City preferred. Ten years' advertising experience. Successful record. Well recommended by present employers. 34 years old; married. Address, Box AF-661, care of Printers' Ink.

#### Why Not Increase Your Sales?

An experienced advertising man is looking for the opportunity. He has been connected with a leading New York Agency for four years and his ability is testified to by the clients he has served. He is a writer of real merchandizing advertising; booklets—catalogues—trade helps—house organs, etc., a specialty. He does not object to leaving town and considers opportunity before salary. Full particulars will be sent if you address Box AF-660, care of Printers' Ink.

#### FOR EXECUTIVES

A young man (28) intends to concentrate in a comparatively limited field with an organization that offers, initially, an advertising opportunity. He can bring to such an opportunity at least average intelligence, 10 years' varied educative advertising and business experience, rather keen analysis in planning work.

Not a personal salesman, as the word is generally used, but meets people well, and has cultivated ability to work with and through others without loss of self-respect.

Although informally educated, he knows something of economics and finance, possibly more than the average advertising man. He is more interested in advertising application than in advertising construction—which doesn't mean he is a "merchandising expert."

Only an unusual executive could use him. Address Box AF-660, care of Printers' Ink.

#### Determined to Succeed!

College man, quick-to-understand, age 23, wants position with agency or advertising department where push and efficient work will win. Experience—3 years as bookkeeper, auditor or correspondent for large corporation, where at present employed. Box AF-661, Printers' Ink.

#### PRESS CLIPPINGS

**R**OMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### PUBLISHING BUSINESS OPPORTUNITIES

**A**UTOMOBILE MONTHLY doing about \$80,000 gross business can be bought for \$50,000 with reasonable terms to responsible parties. Owner desires to retire from publishing business. Box AF-660, Printers' Ink.

## Is One Copy Enough?

Every member of your advertising force will get greater good from reading *Printers' Ink* if he has an individual copy. Additional subscriptions to *Printers' Ink* have relieved the congestion in many offices.

\$2.00 each—per year

**PRINTERS' INK PUB. CO.**  
**12 West 31st Street, New York**

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, \$8,666. Best advertising medium in Alabama.

## ARIZONA

Phoenix, *Gazette*. Average gross circulation Jan. 1914, 7,618.

## CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, \$8,361. Largest morning circulation in Los Angeles.

## CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, sc.; Sunday, 15,630, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 8,552.

## ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 8,891.

Peoria, *Evening Star*. Circulation for 1912, Daily, 21,592; Sunday, 16,449.

## INDIANA

South Bend, *Tribune*. Sworn average Feb. 1914, 18,602. Best in Northern Indiana.

## IOWA

Burlington, *Hawkeye*. Average 1913, daily, \$118; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average Dec. '13, 60,800; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, *Evening Journal*. Only daily in county. 1,978 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1913, 8,331. Waterloo pop., 39,000.

## KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,652.

## LOUISIANA

New Orleans, *Item*, 6 mos. sworn statement U.S. P.O. dy & Sun., Apr. 1 to Sept. 31, net cir. 58,902.

## MAINE

Augusta, *Kennebec Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810.

Portland, *Swinging Express*. Net average for 1913, daily 19,537. Sunday *Telegram*, 13,002.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 58,888; daily, 76,738. For Feb., 1914, 76,940 daily; 60,075 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS



Boston, *Globe*. Average circulation. Daily (2 cents a copy) 1912, 190,000.

Sunday

1912, 322,918.

Advertising Totals: 1912, 8,642,811 lines  
Gain, 1913, 268,650 lines  
1,734,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, *Evening Transcript* (G). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 18,987; 1912, 18,558; 1913, 18,875. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1912, 19,198.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Large 'ste'ven'ge.

## MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, \$1,331.

## MINNESOTA



The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis.** *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,500.



**Minneapolis.** *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 105,750; Sunday *Tribune*, 189,188.

## MISSOURI

**St. Louis.** *National Farmer and Stock Grower*, Mo. Actual average for 1913, 125,603.

## NEW JERSEY

**Camden.** *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,750.

**Camden.** *Post-Telegram*. 11,300 daily average 1913. Camden's oldest daily.

**Trenton.** *Times*. Only evening and Sunday, '10, 19,238; '11, 20,118 '12—31,960.

## NEW YORK

**Buffalo.** *Courier*, morn. Ave., 1912, Sunday, 98,892; daily, 84,498; *Enquirer*, evening, 37,182.

**Buffalo.** *Evening News*. Daily average, ten months, 1913, 105,510.

**Gloversville and Johnstown, N. Y.** *The Morning Herald*. Daily average for 1912, 6,750.

**Schenectady.** *Gazette*, daily. A. N. Liecty. Actual Average for 1912, 23,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

## NORTH CAROLINA

**Winston-Salem.** *Daily Sentinel* (e) av. Dec. '13 4,590. *Semi-Weekly Sentinel*, av. Dec. '13, 1,271.

## OHIO

**Cleveland.** *Plain Dealer*. Est. 1831. Actual average for 1913: Daily, 115,497; Sun., 144,064. For Feb., 1914, 120,600 daily; Sunday, 145,165.

## PENNSYLVANIA



**Erie.** *Times*, daily. Av. cir. 1st 6 mos. 1913, 23,550; 23,250 av., Jan., 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



**Philadelphia.** *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,323; the Sunday *Press*, 175,500.

**Washington.** *Reporter and Observer*, circulation average for 1913, 13,000.



**West Chester.** *Local News*, daily, W. H. Hodgeson. Aver. for 1912, 18,186. In its 42nd year, independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, eve. net, sworn, average 1st 6 mos. 1913, 18,184.

**York.** *Dispatch and Daily*. Average for 1913, 19,137. Covers its territory.

## RHODE ISLAND

**Pawtucket.** *Evening Times*. Average circulation for 1913, 21,628—sworn.

**Providence.** *Daily Journal*. Sworn ave. net paid for 1913, 19,036 (©). Sunday, 30,494 (©). *The Evening Bulletin*, 47,500 sworn ave. net paid for 1913.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1913, 8,600.

## SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1912, 8,599.

**Columbia.** *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,140; Sunday, 18,920. March, 1913, average, daily, 20,450; Sunday, 20,150.

## VIRGINIA

**Danville.** *The Bee* (eve.). Average, Feb., 1914, 5,900.

## WASHINGTON

**Seattle.** *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1913 cir. of 68,182 daily, 86,584 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1913 beat its nearest competitor by over two million lines in advertising carried.

**Tacoma.** *Ledger*. Average year 1912, daily and Sunday, 21,397.

**Tacoma.** *News*. Average for year 1912, 20,095.

## WISCONSIN

**Janesville.** *Gazette*. Daily average, Dec. 1913, daily 8,640; semi-weekly, 1,400.

**Racine (Wis.)** *Journal-News*. Daily average circ. Jan. 1st to Dec. 31st 1913, 6,832.

## ONTARIO, CAN.

**Fort William.** (farthest West city in Ontario.) *Times Journal*, daily average, 1912, 4,296.

## SASKATCHEWAN, CANADA

**Regina.** *The Leader*. Average, for 1913, 12,882. Largest circulation in Saskatchewan.

# Want-Ad Mediums

## CONNECTICUT

**NEW Haven Register.** Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,256.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MINNESOTA

**THE Minneapolis Tribune**, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## NEW YORK

**THE Buffalo Evening News** is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (○○) Gold Mark Papers (○○)

## ILLINOIS

**Bakers' Helper** (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Inland Printer**, Chicago (○○). Actual average circulation for 1912-13, 17,265.

## MASSACHUSETTS

**Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (○○).

**Boston Housing Transcript** (○○), established 1880. The only gold mark dairy in Boston.

**Worcester L'Opinion Publique** (○○). Only French daily among 75,000 French population.

## MINNESOTA

**The Minneapolis Journal** (○○). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

## NEW YORK

**Brooklyn Eagle** (○○) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (○○), the recognized authority of the Dry Goods and Department Store trade.

**Hardware Dealers' Magazine** (○○). Specimen copy mailed on request. 263 Broadway, N. Y.

**New York Herald** (○○). Whoever mentions America's leading newspapers mentions the New York Herald first.

**Scientific American** (○○) has the largest circulation of any technical paper in the world.

**New York Tribune** (○○), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

**The Press** (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantees Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858

## THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

**Providence Journal** (○○), only morning paper among 800,000 people. "The R. I. Bible."

## TENNESSEE

**The Memphis Commercial Appeal** (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 50,000; Sunday, over 87,000; weekly, over 96,000.

## WASHINGTON

**The Seattle Times** (○○), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

**The Milwaukee Evening Wisconsin** (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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## The Spirit of Service

WHEN the land is storm-swept, when trains are stalled and roads are blocked, the telephone trouble-hunter with snow shoes and climbers makes his lonely fight to keep the wire highways open.

These men can be trusted to face hardship and danger, because they realize that snow-bound farms, homes and cities must be kept in touch with the world.

This same spirit of service animates the whole Bell telephone system. The linemen show it when they carry the wires across mountains and wilderness. It is found in the girl at the switchboard who sticks to her post despite fire or flood. It inspires the leaders of the telephone forces,

who are finally responsible to the public for good service.

This spirit of service is found in the recent rearrangement of the telephone business to conform with present public policy, without recourse to courts.

The Bell System has grown to be one of the largest corporations in the country, in response to the telephone needs of the public, and must keep up with increasing demands.

However large it may become, this corporation will always be responsive to the needs of the people, because it is animated by the spirit of service. It has shown that men and women, co-operating for a great purpose, may be as good citizens collectively as individually.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

**One Policy**

**One System**

**Universal Service**



## VANITY FAIR

RUN through the March number, and see if Vanity Fair isn't just the kind of magazine wealthy Americans have been waiting for.

If your customers are interested in motors and horses and dogs and golf—if they care for the lighter and more entertaining style in writing—if they want the best and most exclusive fashions for men and women—if they have been looking for a trustworthy guide to the Stage, to Opera, to Art and to Letters—then they already know Vanity Fair.

And already the readers of Vanity Fair are showing the responsiveness you expect only from a magazine that is full of service. The advertisers are acknowledging this fact in overwhelming measure. Our first estimate of the size of the March Vanity Fair allowed for thirty pages of advertising. We closed with fifty-three!

*Douglas Bradbury*  
Advertising Manager

449 Fourth Ave., New York City

Last forms for May close April 1st